MAY 29, 1950

BROADCASTING
TELECASTING

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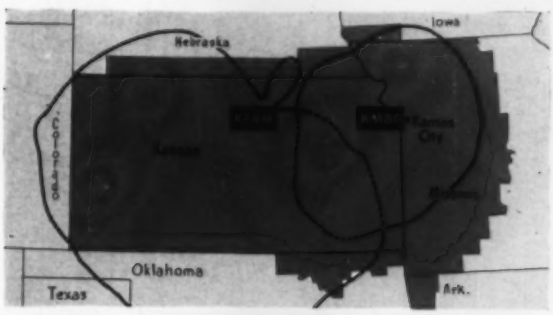
DETROIT

TECHNOLOGY DEPT.

The KMBC-KFRM *Team Wins Again!*

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan — just off the press — shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made — and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, *current proof*, not moth-ball evidence.



Daytime half-millivolt contours shown in black.

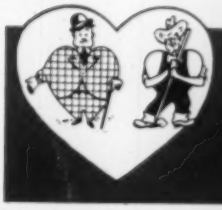
THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM *Team* with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America's foremost radio engineers, to enable The Team to effectively cover Kansas City's vast trade territory (a rectangle—not a circle), The Team offers America's most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.



The KMBC-KFRM *Team*

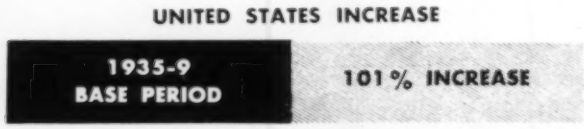
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

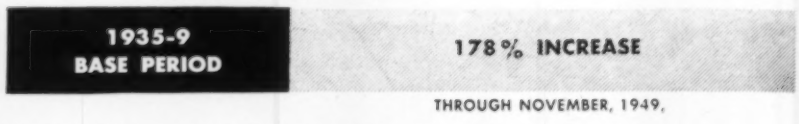
Kentucky leads the nation...

in Farm Land Value Increase

Farm land is *worth more* . . Kentucky farmers are *making more* out of the use of this rich farm land.

You, too, can make more sales by concentrating in this expanding market.





From "The Farm Real Estate Market", publication of the U. S. Department of Agriculture.

WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

Here is the WHAS FARM PROGRAMMING

Market Report	6:35- 6:45	M thru F
Farm News	6:45- 7:00	M thru S
Noon Markets	12:40-12:50	M thru F
Farm Features	11:30-11:50	Saturday

The Kentuckiana farmers *depend* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports. And advertisers have come to *depend* on WHAS Farm Programming for sales results in Kentuckiana.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

PUBLIC LIBRARY
DE IT

Announcing!

WNOE

NEW ORLEANS

Now

50,000 WATTS

Available Right Now —

SPOTS ON LONG ESTABLISHED LOCAL SHOWS.
PROGRAMS: NEWS... SPORTS... MUTUAL CO-OPS
LIKE KATE SMITH... DIXIELAND JAZZ!

★ **NEW Spot on the Dial 1060 K.C.**

★ **NEWEST, Most Modern All RCA Equipment!**

★ **Building listener loyalty 25 years!**

★ **Individual Programming tailored to the area—*plus* leading Mutual Shows!**

★ **Building More Listeners Now With Our Greatest Promotion In History!**

WNOE MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner

James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

AMERICAN CHICLE CO., through Badger & Browning & Hersey Inc., New York, preparing special 17-week spot campaign to start sometime in June.

THOSE OPTIMISTIC predictions about 5,500,000 TV sets off production line in 1950 may be discounted, but in reverse. Quick analysis of annual reports of only 14 manufacturers, made by Fred Lowe, promotion manager of Norfolk Newspapers Inc. and WTAR, discloses that they forecast among themselves possible production of eight million sets.

LEVER BROTHERS considering realigning its present list of advertising agencies and also understood to be reallocating its budget on CBS with possibility that some of budget will go into CBS television.

DESPITE big talk of most newspapers that TV won't affect readership and will have negligible effect upon linage, reports from inner councils of National Newspaper Promotion Assn. meeting in Milwaukee [BROADCASTING, May 22] indicate this is all teeth-whistle. When proposal for survey of TV impact on afternoon newspaper readership was proposed, it was squelched in committee—by afternoon newspaper spokesmen.

AMERICAN Oil Co., through Joseph Katz Co., New York, scheduled to sponsor Ed Murrow, 7:45-8 p.m. five times weekly on CBS in East. Another oil company expected to pick up sponsorship on western part of network.

RECENT progress in several laboratories bringing magnetic-tape recording of TV programs near practical stage. Problem of high speed for visual portion has been one of stumbling blocks. In sound field, Navy is interested in recorders in which signal is pressed on movie film at estimated cost of 20 cents for hour program.

TO DISSIPATE fears of transit radio operators: There are no transit radio implications in FCC's condemnation of lease agreement between WAJL (FM) Flint, Mich., and Flint Transcast Co. [BROADCASTING, May 22], even though WAJL operates transit FM service. It's purely contract matter, was handled by Law Bureau's transfer section and not by FM section, which deals with transit FM.

WHETHER there will be a multi-million-dollar TV programming center at U. of North Carolina, to feed programs to commercial TV stations in state, will be decided this fall. Proposal to endow center pending before board of trustees but won't be acted upon until former Army Secretary Gordon Gray, who owns WSJS Winston-Salem, takes over in September as university president.

MOST PROLIFIC correspondent among new members of NAB board of directors is John

(Continued on page 82)

Upcoming

May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit.
June 1-3: Assn. of Women Broadcasters Convention, Hotel Cleveland, Cleveland.
June 2-3: Florida Assn. of Broadcasters, Orange Court Hotel, Orlando, Fla.
June 5: Pennsylvania Assn. of Broadcasters, Bedford Springs, Bedford, Pa.
June 5-8: Radio Mfrs. Assn. Convention, Stevens Hotel, Chicago.

(Other Upcomings on page 28)

Bulletins

IN WHAT appeared clear victory for broadcasters, Western Union spokesmen said Friday they would delete $2-per-game extra charge for stations using WU baseball-sports service in networks but will permit networking to continue (early story page 32). FCC, which had ordered WU to eliminate "discrimination," on Friday gave permission to amend tariffs to that effect on day's notice.

EDWARD LEE NORTON NAMED TO RESERVE BOARD

EDWARD LEE NORTON, chairman of board of WAPI Birmingham, nominated Friday by President Truman to 14-year term as member of Federal Reserve Board of Governors. Post carries $16,000 salary.

Mr. Norton also is board chairman of WFOY St. Augustine and WMBR Jacksonville, both in Florida. He is in investment banking business in Birmingham and is executive vice president of Munger Realty Co. At one time he was president of Birmingham baseball club.

Active in politics and civic affairs, Mr. Norton has been director and chairman of Birmingham branch of Atlanta Federal Reserve Bank. He is aged 57.

Business Briefly

BEST FOODS LOOKING ● Best Foods (Hellman's mayonnaise) through Benton & Bowles, N. Y., looking for spot availabilities.

TONI SCHEDULE ● Toni Co., Chicago, for its Home Permanent, Creme Shampoo and Creme Rinse, begins heavy summer schedule on ABC with three shows from New York—*Modern Romances, Quick as a Flash* and *Chance of a Lifetime*. In addition, Toni has renewed *The Carol Douglas Show* five-minute daily fashion commentary, on same network from 11:25-11:30 a.m., CDT. New schedule of daytime shows—May 29 through June 9 *Modern Romances*, 10:15-10:30 a.m. (CDT) Mon., Wed., Fri., and *Quick as a Flash*, 10:30-10:45 a.m., Tues., Thurs.; June 12 through Aug. 4, *Quick as a Flash*, 10:30-10:45 a.m. Tues., Thurs., 10:45-11, Mon., Wed., Fri.; May 29 through Aug. 4, *Chance of a Lifetime*, 1:30-1:45 p.m., Tues., Thurs., 1:45-2 p.m., Mon., Wed., Fri. Agency, Foote, Cone & Belding, Chicago.

MODIFIED GAMBLING BILL APPROVED BY COMMITTEE

MODIFIED gambling bill banning radio-TV broadcast of odds and similar data prior to horse races but permitting them during and after races approved Friday by Senate Interstate Commerce Committee.

Bill is compromise of Justice Dept. measure (S-3358), and less restrictive than FCC plan which would have banned transmission of data on odds during, after or before event [BROADCASTING, May 1, 8]. New bill aimed at transmission of betting data by stations and wire services, and at providing or maintaining facilities for such uses, with year's imprisonment and $1,000 fine as maximum penalties.

Transmission of data permitted in bill after race starts on ground this is news. Original provision allowing broadcasting of gambling information in advance of special events such as Kentucky Derby, was dropped.

Sterling Is Renominated as FCC Member

FCC COMR. George E. Sterling was renominated by President Truman Friday for full seven-year term starting July 1.

Chairman Ed C. Johnson (D-Col.) of Senate Interstate & Foreign Commerce Committee, to which nomination was referred, said hearing will be held, probably in latter part of June. Present term expires June 30. First consideration may come in executive session of committee June 14.

Comr. Sterling

Despite hearings, Mr. Sterling is generally expected to win approval of both committee and Senate. Sen. Johnson said he had "some questions to ask" and it was considered likely that other committeemen who include Sen. Charles W. Tobey (R-N. H.), chief questioner in Comr. E. M. Webster's confirmation hearing last year, would be similarly inclined in view of committee's keen interest in FCC affairs.

Comr. Sterling, Maine Republican, is known to have had Chairman Wayne Coy's endorsement for reappointment to post he has held since Jan. 2, 1948. He is former FCC chief engineer and one of two engineer-members of Commission. If confirmed, his reappointment will preserve FCC's 50-50 political complexion —three Democrats, three Republicans, one Independent; it also will insure availability of full Commission for decision on highly complex, highly controversial color TV issue. His appointment to present term was con-

(Continued on page 82)

STATION
KRLD TV
DALLAS

Serves the Largest

METROPOLITAN MARKET
in the Great Southwest
DALLAS and FORT WORTH

More than a million
POPULATION IN THE DALLAS 50-MILE RADIUS

More than 52,500
TELEVISION HOMES in KRLD'S EFFECTIVE COVERAGE AREA
★ MORE THAN IN ANY OTHER CITY SOUTH OF ST. LOUIS

Good Company

KRLD TV is the CBS Station for Dallas and Fort Worth, telecasting the nation's top-rated CBS-TV shows, including ARTHUR GODFREY, "TOAST OF THE TOWN" FRED WARING, "THIS IS SHOW BUSINESS," many other distinguished CBS-TV network programs and KRLD-TV studio productions.

That Is Why
KRLD TV
Is Your Best Buy

Operators of KRLD
CBS, 50,000 WATTS
Represented by the Branham Company
Owned and Operated by the DALLAS TIMES HERALD

DALLAS HOME BASEBALL GAMES TELECAST *EXCLUSIVELY* BY KRLD-TV

how big can a 5,000 watter be?

Plenty big...if the station has one of the half-dozen best frequencies in U. S. radio.

that's WMT -- 600 k.c.

Plenty big...when ground conductivity and freq. combine to push the 2.5 mv. line way out

that's WMT -- with a 2.5 mv. contour of 19,100 sq. mi.

Plenty big...when there are people living in all those square miles

that's WMTland -- a "city" the size of Washington, D. C., spread out over the richest land in the world

WMT adds up to the kind of a station an advertiser needs to cover Eastern Iowa economically!

• *The Katz man will provide full details.* •

Now in our 27th year

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning.

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*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

This is CBS in 1950... where more people listen most

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adam Hats Drew Pearson (225) R	Gen. Fds.-Jello My Favorite Husband (114)	Quaker Oats Roy Rogers Show (508)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P, The Steve Allen Show (152) R	Cudahy Packing Nick Carter (467)	Henry Morgan Show S
6:45	"	"	"	"
7:00	Voices That Live S	Amer. Tob. Co. Guy Lombardo Orch. (177) R	Affairs of Peter Salem	The Falcon S
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Hit the Jackpot (143)	The Saint	TBA
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Percy Faith & Orch. (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (166) H
8:15	Trimount Stop the Music (186)	"	"	"
8:30	Speidel Corp. Stop the Music (171)	P & G—Tide Red Skelton (151) R	Enchanted Hour	U.S.Steel Summer Symph. Eff. June 11
8:45	Old Gold Stop the Music (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Carliss Archer (183)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Aspirin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co Contented Hour (174)	This Is Europe	Eversharp Take It or Leave It (164)
10:15	TBA	"	"	"
10:30	Co-op Jackie Robinson	We Take Your Word	Don Wright Chorus	Pet Milk Bob Crosby (148)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Allan Jackson (72)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:28-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (73)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (55) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
7:15	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (143)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Music S
7:45	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (38)
8:00	Ethel & Albert S	Bromo Seltzer Hollywood Star Pl'house (157) R	B-Bar-B Riders	A A of RR's Railroad Hour (185)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (132) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)
8:45	Sophisticated Rhythm S	"	" *	"
9:00	Melody Rendezvous S	Lever—Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R
9:15	"	"	"	"
9:30	Sale Soliloquy S	"	Murder at Midnight	Cities Service Band of America (83) N
9:45	"	"	"	"
10:00	Cross Roads Ted Malone S	Lever—Pepsodent My Friend Irma (179)	A. F. of L. Commentators (146)	General Mills Night Beat (136)
10:15	"	"	Co-op Newsreel	"
10:30	Strictly From Dixie S	R. J. Reynolds Bob Hawk (184)	Dance Orchestra	Christopher London S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Allan Jackson (72)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:28-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (73)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (55) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr (291)	Miles Labs. One Man's Fam. (164) H R
7:15	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Music S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (188)	Sterling Drug Mystery Theater (150) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-P T'thPwdr. Satan's Waitin' (152) R	Official Detective S	Lewis-Howe Starlight Concert (155)
8:45	"	"	"	"
9:00	Co-op Town Meeting (58)	Wm. Wrigley Life with Luigi (172)	John Steele Adventurer	TBA
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Philip Morris This Is Your Life (143)	Mysterious Traveler	TBA
9:45	Musical Memos S	"	"	"
10:00	Time For Defense S	Philip Marlow S	A. F. of L. Commentators (146)	Lever Bros Big Town (134)
10:15	"	"	Co-op Newsreel	"
10:30	Chamber of Commerce, This Is Our Town	Pursuit	Dance Orchestra	Brown & Wmsn. PeopleareFunny (166)
10:45	AFofL As We See It	"	"	"

EVENING

	ABC
6:00 PM	Not in Service
6:15	"
6:30	"
6:45	"
7:00	Co-op Headline Edition (55) *
7:15	Co-op Elmer Davis (45)
7:30	General Mills Lone Ranger (175)
7:45	" *
8:00	Embassy Cigs. Dr. I. Q. (55)
8:15	"
8:30	Cliche Club Walter Kiernan S
8:45	"
9:00	Petri Wine Co. Sherlock Holmes (175)
9:15	"
9:30	Buzz Adlam S
9:45	"
10:00	Miller Brewing Lawrence Welk (29)
10:15	"
10:30	On Trial S
10:45	"

DAYTIME BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Religion in the News S
10:45	"	Church of Air S	"	The UN Is My Beat S
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Compana Solitair Time (29)
12:00 N	Fantasy In Melody S	Invitation To Learning S	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	People's Platform S	Mutual Chamber Music S	The Eternal Light S
12:45	"	"	"	"
1:00	Sammy Kaye Sunday Serenade S	Charles Collingwood S	News	America United S
1:15	"	Elmo Roper S	Voices of Strings	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Red Foley S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	" *	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Campbell Soup Double or Nothing (34)
10:45	Serutan Victor Lindlohr (89)	National Biscuit Arthur Godfrey (173) R	"	"
11:00	San Francisco Orchestra S	Liggett & Myers Arthur Godfrey (187) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Co-op G. Heatter's Mailbag	Next Dave Garroway S
11:30	Quick as a Flash (206)	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (148)	Lt. Crust Dough Boys (Burrus) (M-W-F)	Bobbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	" *	Lever Bros. Aunt Jenny (83)	Gulf Oil Lanny Ross	Music Mon. & Wed.
12:30	Out of Service	Whitehall Helen Trent (165)	B & D Chuckle Wagon	Hometowners Mon.-Th.
12:45	"	Whitehall Our Gal Sunday (160)	Ralston Checkerboard Jamboree	US Marine Band Fri. 12:30-1
1:00	Co-op Baukhage (92)	P & G Big Sister (141)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 9:30 A M)	Skelly Oil Mind Your Manners S
9:15	"	Barnyard Follies S	"	Mind Your Manners S
9:30	"	"	News	Brown & Wmsn People are Funny (16)
9:45	"	Garden Gate	"	Coffee In Washington S
10:00	"	Make Way For Youth	Magic Rhythm	Minn Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	"	County Fair	Helen Hall	Pet Milk Mary Lee Taylor (149)
10:45	"	"	News	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (154) *	Coast Guard Band	TBA
11:15	At Home With Music S	Lever-Rayve Junior Miss (175)	Man on Farm S News	Adventures of Archie Andrews
11:30	"	"	Music	"
11:45	"	"	"	"
12:00 N	01 Ranch Boys S	Armstrong Cork Theater of T'day (172)	TBA	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Cen Sta (153)	Dance Orchestra	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (168)	News S	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	Jerry & Skye S	"

SU

	ABC	CBS
1:30	National Vespers S	
1:45	"	
2:00	Around the World (150) S	
2:15	"	
2:30	Co-op Mr. Preside	
2:45	"	
3:00	Speaking of Songs S	
3:15	"	
3:30	Lthrn Layman Lutheran Hour (190)	
3:45	"	
4:00	Fine Arts Quartet S	
4:15	"	
4:30	Milton Cross Opera Album	
4:45	"	
5:00	Think Fast S	
5:15	"	
5:30	Goodyear T & R Greatest Story Ever Told (6)	
5:45	"	

WEDNESDAY

ABC	MBS	NBC
	Repeat of Kid Strips	News Bob Warren S
	"	Clem McCarthy 6:15-6:20 S
	"	Sketches in Melody 6:20-6:45 S
	"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)		Miles Labs. One Man's Fam. (164) H R
Co-op Headline Edition (53) *		Miles Labs. News of World (149)
Co-op Elmer Davis (46)		Irving Fields Trio S
Dinner Date S		Pure Oil Co. Kaltenborn (31)
Can You Top This S		Schlitz Halls of Ivy
"	"	"
International Airport		TBA
"	"	"
2,000 Plus S		Bristol Myers Break the Bank (166)
"	"	"
Family Theatre S		Bristol Myers Dist. Attorney (146)
"	"	"
A. F. of L. Commentators (145)		Am. Cig. & Cig. The Big Story (156)
Co-op Newsreel		"
Okla. State Symphony		General Mills Dangerous Assignment (136)
"		TBA (8-14)

THURSDAY

ABC	CBS	MBS	NBC
Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	P & G Beulah (52) R	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
Co-op Elmer Davis (46)	P & G Jack Smith (34) R	Dinner Date S	Miles Labs. News of World (149)
Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Gabriel Heatter S (135)	Irving Fields Trio U.S. Treasury
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (33)
Casebook of Gregory Hood S	P & G—Lava FBI (143)	California Caravan	G. F.—Jello Aldrich Family (158) R
"	"	"	"
Blondie S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (155) H R
"	"	"	"
Old Gold Orig. Amateur Hour (173) *	Electric Auto- Lite, Suspense (175)	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (163) H
"	"	"	"
"	Philip Morris Crime Photog. (158)	Mr. Feathers	Blatz Brewing Duffy's Tavern (159)
Paul Harvey S	"	"	"
Author Meets Critics S	TBA	A. F. of L. Commentators (148)	TBA
"	"	Co-op Newsreel	"
United or Not S	Rosefield Skippy Holly- wood Theater (90)	Dance Orchestra	Dragnet L&M-Fatima (148) H
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (52) R	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
Co-op Elmer Davis (46)	P & G Jack Smith (34) R	Dinner Date S	Miles Labs. News of World (149)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The Play Boys S
" "	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)
Sterwich Pharm. Fat Man (136) R	The Show Goes On	Bandstand U.S.A.	Stars and Starters S
"	"	"	"
Equitable Life This Your FBI (221) R	"	Music	Gulf Refining We the People (115)
"	"	" "	"
Heinz, Advntrs. of Ozzie & Harriet (297)	Up For Parole	Air Force Hour	RCA Victor Screen Directr's. Playhouse (165)
"	"	"	"
Pac. C. Borax The Sheriff (191)	Broadway Is My Beat	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (183)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette S. R. Co. Gillette Fights (279)	Phillips Petro. Rex Allen Show (64)	A. F. of L. Commentators (148)	Pabst Sales Co. Life of Riley (155)
"	Richfield Escape (34)	Co-op Newsreel	"
"	Capital Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (148)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Albert Warner S	News Bancroft S	Modern Music	News
Roger Renner Trio S	Memo From Lake Success	"	Sports
TBA	Rod Barber Sports	Music	TBA
TBA	News L. Lesauer S	Al Helfer	"
"	Brock Candy Bronk Bar Ranch (43)	Hawaii Calls S	"
Co-op Bert Andrews	"	"	"
Chanda S	R. J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S
"	"	7:55-8 Kennedy S	"
Dixieland Jazz Bands S	Wrigley Gene Autry (178)	Ronson Metal 20 Questions (601)	Dimension "X"
"	"	"	"
Hollywood Byline S	Gen. Fds.-Sanka The Goldbergs (139) R	Take A Number	P & G—Duz Truth or Conse- quences (143) R
"	"	"	"
Ray Burn & Finch S	General Foods Gangbusters (156) R	True or False S	Amer. Tob. Co. Your Hit Parade (165) R
"	"	"	"
"	Liggett & Myers Godfrey Digest (167) R	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H
"	"	"	"
Treasury Bands S	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) M
"	"	"	"
Claremont Hotel S	Carter Prod. Sing It Again (136)	"	R. J. Reynolds Grand Ole Opry (169)
"	Sterling Drug Sing It Again (141)	"	"

TIME

SUNDAY

ABC	CBS	MBS	NBC
National Vespers S	Radio Rdrs. Easter Parade (8)	Lutheran Hour (Lutheran)	U of Chicago Round Table S
"	"	Music with Trendler	"
Around the World (158) S	Ozzie-Wil- bur Chandlers (47)	"	NBC Theatre S
"	"	"	"
Co-op Dr Preview	Ed Sullivan Toast of Town (8)	Co-op Bill Cunningham (55)	"
"	"	Veteran Wants to Know S	"
Speaking of Songs S	Invitation To Music	Treasury Variety Show	TBA
"	"	"	"
John Lavan Choran Hour (190)	"	General Foods Juvenile Jury (223)	TBA
"	"	"	"
Fine Arts Quartet S	"	General Foods Hopalong Cassidy (482)	Cloak and Dagger S
"	"	"	"
Clifton Cross Piano Album	Ozzie-Wil- bur Douglas- dale (10)	U.S. Tobacco Wm Gargan Private Investgr (288)	Shulton Inc. High Adventure (13)
"	"	"	"
Think Fast S	Music for You	Grove Labs(420) The Shadow	The Big Guy S
"	"	"	"
Year T & R Greatest Story Ever Told 64	Earn Your Vacation	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)
"	"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (141)	Bands for Bonds	Take Fifteen S
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Miles Labs. Ladies' Fair (438)	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (147)	(Also Baseball until 4 p.m.) "	"
Hannibal Cobb S	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	TBA
"	P & G Brighter Day (186)	"	TBA
Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)
"	Miles Labs. Hilltop House (127)	"	P & G Road of Life (152)
Happy Landing S *	Winner Take All	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happi- ness (152)
Green Spot Surprise Package (68)	Co.-Palm.-Peet Strike It Rich (37) R	Miscellaneous Programs	Sterling Drug Backstage Wife (148)
Surprise Package S	"	"	Sterling Drug Stella Dallas (148)
Happy Landing S	Treasury Bandstand	Georgia Jamboree	P & G Lorenzo Jones (144)
Ted Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (148)
See Footnotes	M-T-W The Chicagoans: Thur.-Fri. St. Louis Mat	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Man's (81)
"	" "	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)
"	Top Tune Time	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (141) R	Bobby Benson Tues. & Thurs.)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Roger Dann S	Toni Co. Give and Take (150)	Barn Dance S	Slim Bryant & His Wildcats S
"	"	"	"
Lets Go To The Opera S	Hormel & Co Music with H. Girls (62)	"	Recovery Story S
"	"	"	"
"	Gen. Foods Baseball (77)	Bands for Bonds *	Musicana
"	2:30-5 Alternate Weeks Dance Music	"	TBA
"	Report From Overseas	Dance Orchestra	Pioneers of Music
"	Adventures in Science	"	"
Where's There's Music S	CBS Farm News	Music	"
"	Dance Music	"	"
Old, New, Bor- rowed, Blue S	"	Dunn on Discs	Living—1950 S
Horse Races S	"	"	"
Treasury Bands S	Saturday at the Chase	Sports Parade S	Matinee At Meadowbrook
"	"	"	"
Tea & Crumpets S	TBA	True or False	Voices and Events
"	"	"	"
"	Cross Section U.S.A.	Radio Harris (Dewey) (50)	TBA
"	"	Twin Views of News	"

"Explanatory: Listings in order: Program, time of program, number of stations, if available. If rebroadcast west coast; TBA to be announced. Time is EDT.

ABC

9-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.

12:45-12:30 PM Mon.-Fri., Toni on 225 stations.

1:30-2:00 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.

3:45-4 PM Tues., Club Aluminum Products Co., Club Time on 98 stations.

3-4:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.

3-4:30 PM Tues. & Thurs., Green Hornet, 3.

3:30-4 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Peets sponsoring Sky King, 202 stations for both.

3:45-4 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

11:30-11:45 AM Sat., Sessions Bros., Allan Jackson News, 128 stations.

NBC

3:30-4 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 204 stations.

4-4 PM Sat., Baseball Game of the Day heard in Midwest.

NBC

3-3:15 AM Mon.-Fri., Alex Drier, Shelly Oil Co., 37 stations.

3-3:15 A.M. Sat., This Farming Business, Shelly Oil Co.

12:15-12:30 PM Tues., Thurs., Sat., Songs by Martha Deane, Gen-Data Co., 18.

BROADCASTING
The Magazine of Radio and Television
TELECASTING

Copyright 1950

LOOKING FOR A GOOD SPOT?

THE AVERAGE RATING OF WCAU'S TOP 40 SHOWS IS HIGHER THAN STATION B'S TOP 10

WCAU PULLS MORE QUARTER-HOUR RATINGS THAN ALL OTHER PHILADELPHIA STATIONS COMBINED

WCAU HAS MORE POWER, BETTER PROGRAMS AND MORE LISTENERS THAN ANY OTHER PHILADELPHIA STATION

TO PHILADELPHIA

WCAU —CBS AFFILIATE—THE PHILADELPHIA BULLETIN STATION

Agencies

ROBERT F. LEWINE, former vice president of Cine-Television Studios, joins Hirshon-Garfield Inc., New York, as radio and television director. JUDAH KATZ, media director of H-G, named supervisor of timebuying for radio and television.

RUSSELL K. JONES and NEWMAN F. McEVOY elected vice presidents of Cunningham & Walsh Inc., New York. Mr. Jones joined firm in 1929 in executive capacity and is now account executive on Holmes & Edwards and The Murray Corp. Mr. McEvoy joined agency's media department in 1928 and was named director of media in 1947. EMIL STEIN, formerly copy chief of Farson, Huff & Northlich, appointed copy chief of L. W. Roush Co., Louisville. He succeeds GEORGE M. STAPLES, resigned.

Mr. Jones

Mr. McEvoy

GREGORY MURPHY Jr., former assistant manager of Atlanta office of Kelly-Smith Co., newspaper representative, joins sales staff of Katz Agency Inc., Atlanta office. He was also with Headley-Reed Co. and Eastman-Scott Adv.

THELMA JUDITH YOUNG, formerly with L. Bamberger & Co., as divisional advertising manager, joins Robert W. Orr & Assoc., New York, as copywriter.

GEORGE JANDA joins Petesch, Hecht & O'Connor, Chicago, as administrative head of radio and television productions after working as associate member at O'Reilly, Doty & Sommer, public relations firm, same city. Mr. Janda, former radio director and copy chief at Agency Service Corp., was announcer-writer-director at WBKB (TV) Chicago and director-producer at KPIX (TV) San Francisco.

JOEL HARVEY, formerly on advertising staff of Metro-Goldwyn-Mayer, New York, joins Ted H. Factor, Los Angeles, as production director.

JOHN W. BAKER, formerly advertising, copy and merchandising counsellor in southern Connecticut, joins Geyer, Newell & Ganger, New York, as copywriter.

ROD MacDONALD, formerly production manager of Biow Co., San Francisco, joins media department of Foote, Cone & Belding, same city. WALTER E. UTTERBACK, formerly with Pacific Advertising Staff, Oakland, succeeds Mr. MacDonald at Biow.

FRANK BLAUTTER joins television department at Ruthrauff & Ryan, Chicago, after working at BBDO, Minneapolis.

DAVE BOTSFORD Jr., copy chief of Botsford, Constantine & Gardner, San Francisco, elected vice president of firm.

CY REEBIE joins copy staff at Leo Burnett, Chicago, after working in same capacity at MacFarland-Aveyard, also Chicago.

EUGENE AUSTIN, account executive of J. Walter Thompson Co., Los Angeles, on Ford Dealers' Advertising Assn. of Southern California, transferred to agency's offices in Sao Paulo, Brazil. WILLIAM V. PATTEN shifted from agency's New York staff to Los Angeles, to service Ford dealers' account.

JOHN M. HANDLEY, formerly copy director of Monroe Dreher Agency, and vice president of Grant Adv., joins Needham & Grohmann, New York.

HAIDEN (Dick) RITCHIE, formerly with Ross Bros., San Francisco department store, joins copy department of McCann-Erickson Inc., same city.

DAVID KAIGLER Jr., formerly production director for WCAU-TV Philadelphia, and before that with WFIL-TV same city, appointed director of television for Adrian Bauer Adv., also Philadelphia.

HARRY R. HALDEMAN, formerly with J. Walter Thompson Co., New York, transfers to media department of San Francisco branch of firm.

ELEANOR DEAN, formerly with Federal Adv. and McCann-Erickson, both New York, joins Robert W. Orr & Assoc., New York, as copywriter stylist.

GEORGE E. LICHTY, formerly with Grant & Wadsworth, New York advertising agency, joins copy department of Ruthrauff & Ryan Inc., San Francisco.

New Addresses: BERGMAN-JARRETT Co. moves to 33 W. 46th St., New York. New phone is Columbus 5-4990. ROBERT HOLLEY & Co. moves to 511 Fifth Ave., New York 17. New phone is Murray Hill 2-8408.

1260 . . . the center of the dial for listening in Greater Cleveland

night and day it's WDOK

5000 watts around the clock

Have you measured the listeners AFTER midnight in Cleveland? There's a lot more wide-awake buyers than you'd think. That's why WDOK is Cleveland's only 24-hour station. At 1260, you get all the listeners all night long. They're workers in iron, and steel, in lake shipping, in chemical and motor plants.

No other station programs around-the-clock. They're our listeners—your buyers. And WDOK's daily programming—freshly designed for Clevelanders—is fast turning dials to 1260. Get choice availabilities from Everett-McKinney.

serving Ohio's 1st market 24-hours a day

WDOK Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney

WCAU —CBS AFFILIATE—THE PHILADELPHIA BULLETIN STATION

Hits TV Rates

EDITOR, BROADCASTING:

May I inject my voice into the continuing discussion of television rates and rate increases. . . .

Almost every week brings to my desk a stack of rate-increase notices. In every instance, a great point is made of the increase in number of receivers since the original rate was set, or the last increase put into effect (in multi-station markets no mention is ever made, of course, of *how many* of these are listeners to that particular station). They very carefully ignore, however, that the previous rate was much too high, from any basis of sound advertising—circulation, cost-per-thousand, market potential and sales potential. And I am not forgetting, or arguing the much vaunted "impact" of TV.

I will admit that the station's costs are high—initial cost of building and getting into operation, and also operating costs. The solution, however, is not in the current expectation of station management, which seems to be that the advertiser should underwrite those costs through unrealistic rate structures. . . .

The solution lies in station management taking a long look at their operations—hiring executive and creative personnel who are capable and qualified—and holding rates to a level commensurate with results. A very great deal of the high costs of operation are the result of waste and inefficiency. Directors take twice as much time rehearsing as should be necessary, in many cases, because they simply are not qualified to handle their shows, to give just one instance. . . .

Do not misunderstand me, please, I am 100% behind TV— I believe that its future will be fantastic —beyond even the rosiest predictions—PROVIDED, it does not kill the goose that lays the golden eggs that will assure that future. We, here at this agency, have been instrumental in introducing a number of advertisers to television, and we have our share of "success stories" in it. We will continue to use it and recommend it—with the reservation of eliminating from the schedules those markets or stations that have rates that would be grossly out of line with their potentials in results. . . .

Wallace H. Lancton
Director, Radio & TV
Jackson & Co.
New York

[EDITOR's NOTE: Among the Jackson & Co. TV accounts are Pequot Mills, Berkshire Fine Spinning Co., Richard E. Thibault, Warner Wallpaper Co. and Flo-Bar Ltd.]

* * *

Wants 'Orderly' Business

EDITOR, BROADCASTING:

. . . We are making the television rules right now. We can avoid chaos if we make this an orderly, sportsmanlike business. Both radio and television have enormous power to sell merchandise at low cost, so the stations do not need to sell their time on the scheming terms of a few bargainers.

T. F. Flanagan
Managing Director
National Assn. of Radio Station Representatives Inc.
New York

* * *

Wants Better Index

EDITOR, BROADCASTING:

As you certainly know, anybody in broadcasting finds reading and keeping a file of your magazine a necessity. Your magazine is not just light weekly reading, it is a valuable reference work. . . .

You need a better index and table of contents. . . .

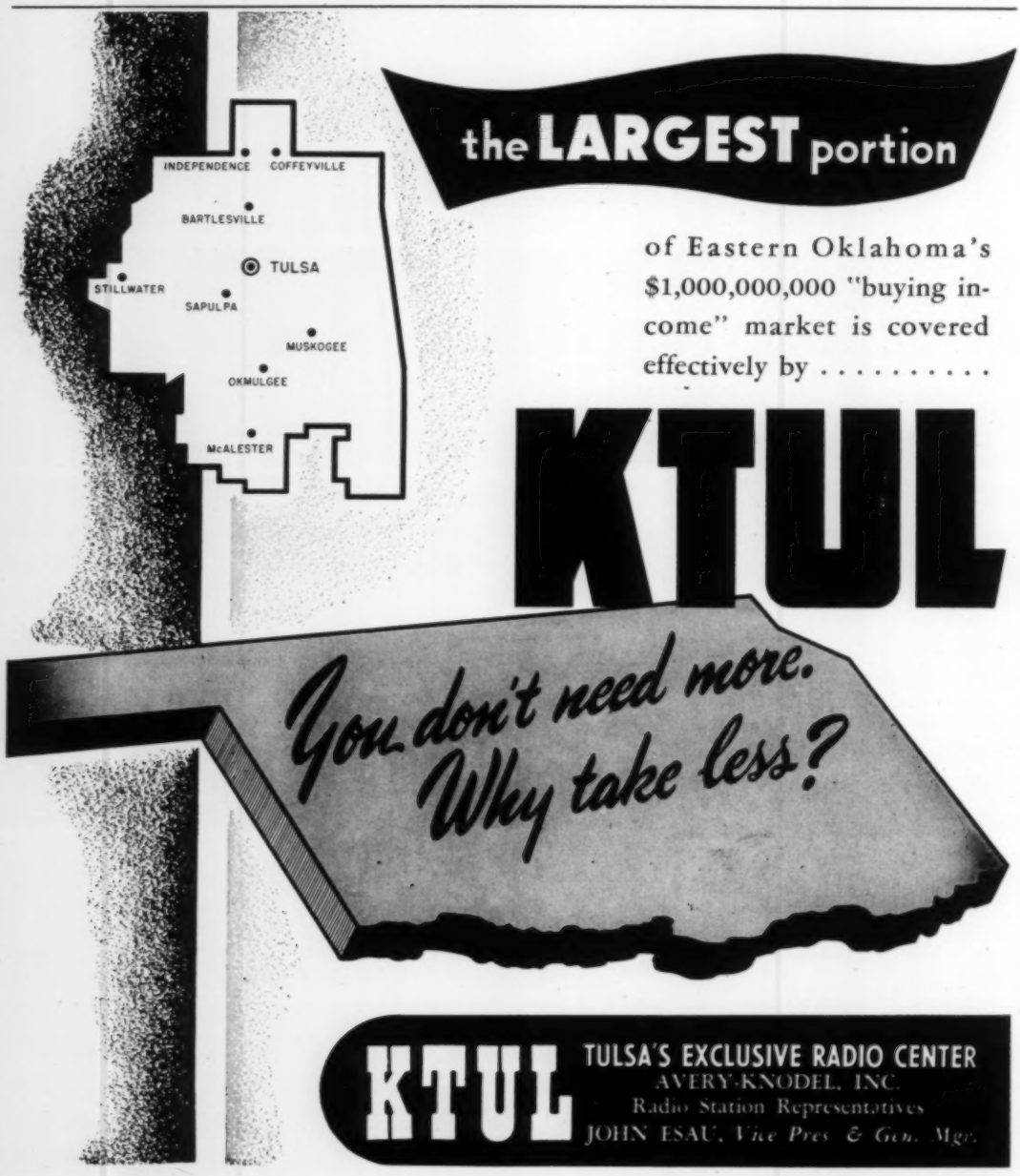
I realize that indexing is troublesome and expensive. However, I believe that most of your readers would much appreciate this extra service, and find it would increase the value of an already valuable journal.

William Marsh
Chief Engineer
WHHM Memphis.

[EDITOR's NOTE: BROADCASTING's editorial board is making a study of Mr. Marsh's proposal.]

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)



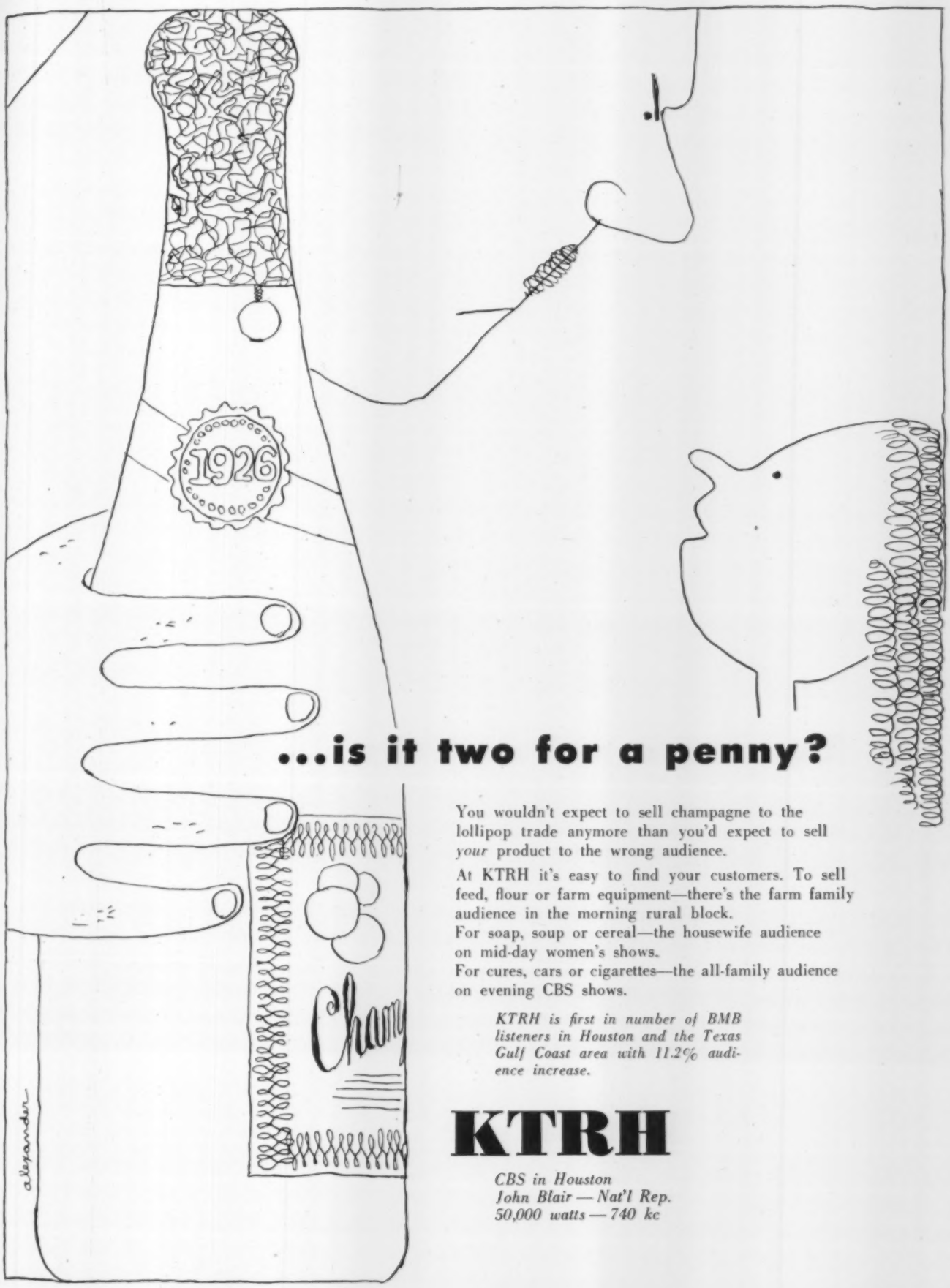
FOR THE PEOPLE

CBS Marks 600th Program

THE 600th broadcast of CBS' *People's Platform* was celebrated May 21 with an appearance on the air of Frank Stanton, CBS president, and top military leaders.

Mr. Stanton told listeners that "your decision at the ballot box will be sounder because you are given the freedom to make your own choice from among the different roads and opinions given you" on *People's Platform.*

Participants on the show were Louis A. Johnson, Secretary of Defense; Gen. J. Lawton Collins, U. S. Army Chief of Staff; Lt. Gen. Idwal H. Edwards, U. S. Air Force deputy chief of staff for operations; Adm. Lynde Dupuy McCormick, vice chief of U. S. Naval operations, and Gen Clifton B. Cates, U. S. Marine Corps commandant.



...is it two for a penny?

You wouldn't expect to sell champagne to the lollipop trade anymore than you'd expect to sell *your* product to the wrong audience.

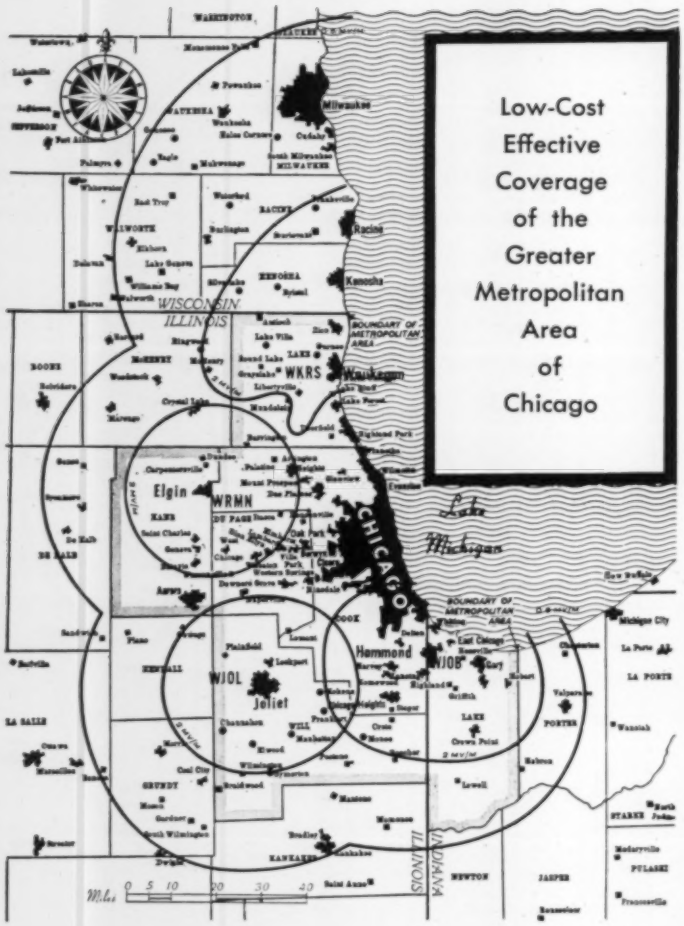
At KTRH it's easy to find your customers. To sell feed, flour or farm equipment—there's the farm family audience in the morning rural block.
For soap, soup or cereal—the housewife audience on mid-day women's shows.
For cures, cars or cigarettes—the all-family audience on evening CBS shows.

KTRH is first in number of BMB listeners in Houston and the Texas Gulf Coast area with 11.2% audience increase.

KTRH

CBS in Houston
John Blair — Nat'l Rep.
50,000 watts — 740 kc

chicago PERIMETER broadcasting association



4 Station Coverage Sold in Combination

WJOL JOLIET

WJOB HAMMOND

WKRS WAUKEGAN

WRMN ELGIN

chicago perimeter broadcasting assn.

185 NORTH WABASH AVENUE, CHICAGO 1, ILLINOIS

. . . For the answer to your **spot** radio needs—contact . . .

Joseph Hershey McGillvra, Inc.

New Business

CHAP STICK Co., Lynchburg, Va. (Chap-Stick lip protector), through Lau rence C. Gumbinner Inc., New York, schedules radio spot campaign durin summer months.

FOX DE LUXE BREWING Co., Chicago (beer), names Tim Morrow Adv., als Chicago, to handle its account effective June 1. Mr. Morrow is account exec tive. Radio and television are planned.

FELS & Co., Philadelphia, for Felso (detergent), planning spot radio announce ments in selected Eastern and Midwestern cities early in June. Agency fo Fels is S. E. Roberts, Philadelphia. Elser & Cothran, New York, which handle Fels' publicity, was incorrectly identified as firm's ad agency in BROADCASTIN May 22.

HOLLYWOOD CANDY Co., Centralia, Ill. (Zero candy bar), begins one-minu and 20-second TV spot campaign in eight markets June 5 for summer seaso Firm names Ruthrauff & Ryan, St. Louis, to handle its advertising.

WHITEHALL PHARMACAL Co. (Kolynos Toothpaste and Toothpowder appoints Biow Co., New York, to handle its advertising.

WORLD TRANSPORTATION FAIR, Santa Anita Park, Calif., appoints Doz Graham Eastman, Los Angeles, to handle advertising. Radio and televisio will be used for fair, to be held from May 30 to Sept. 9, 1951. Lionel Ormsb is account executive.

CENTENNIAL TURF CLUB, Denver, appoints Mark Schreiber Adv., same cit to handle its advertising. Transcribed spot schedule on 28 regional station scheduled to start in late June.

MUSIC EDUCATION INSTITUTE, San Francisco, appoints Umland & Co., sam city. Television and radio will be used.

RENAULT SELLING BRANCH Inc., New York (automobiles), appoints Ca Reimers Co. Inc., same city, to handle advertising. Spot radio is planned.

Network Accounts . . .

GENERAL MILLS, Minneapolis, renews five-a-week, 1:30 to 2 p.m., CDT tim period for 52 weeks on a 72-station NBC network for *Live Like a Millionair* starting June 5. Show replaces two 15-minute strips sponsored by General Mill *Today's Children* and *Light of the World*.

LAMONT CORLISS & Co. (Nestle chocolate bar) will sponsor *Mr. I-Magination* featuring Paul Tripp, on CBS-TV, Sunday 6:30-7 p.m., starting in fall. Cecil Presbrey, New York, is agency.

KELLOGG Co., Battle Creek, Mich., starts sponsorship of *Howdy Doody* o NBC-TV Tuesday and Thursday effective June 6 for Rice Krispies, during 5:30-45 p.m. time period. "Snap, crackle and pop" puppet giveaway offer i to be featured in commercials. Kenyon & Eckhardt, New York, is agency.

COCA-COLA Inc. will sponsor Morton Downey in variety show on CBS Satur day, 10-30-11 a.m. effective Oct. 7. Mr. Downey is now heard on NBC three times weekly, 11:15-11:30 p.m. Format of CBS series not yet set. Agency for Coca-Cola is D'Arcy Adv., New York.

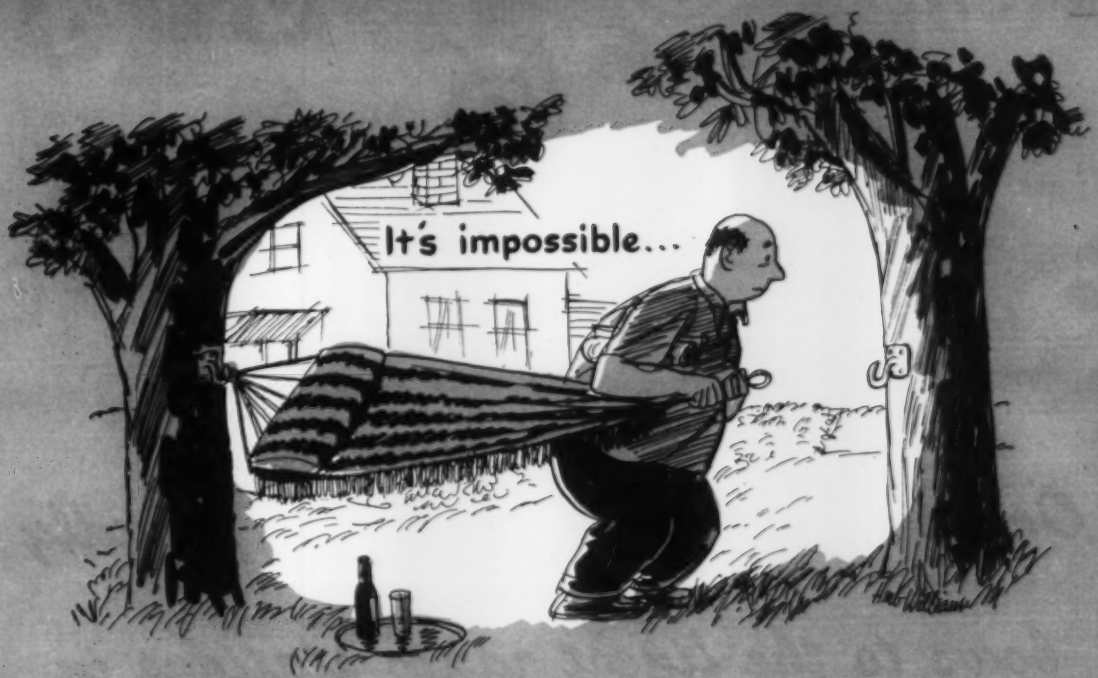
BLOCK DRUG Co. (for Amm-I-Dent toothpaste and tooth powder), signs for mystery-play series on CBS-TV, beginning sometime in September. Show wil be viewed Tuesday, 10-10:30 p.m. Cecil & Presbrey, New York, is agency.

Adpeople . . .

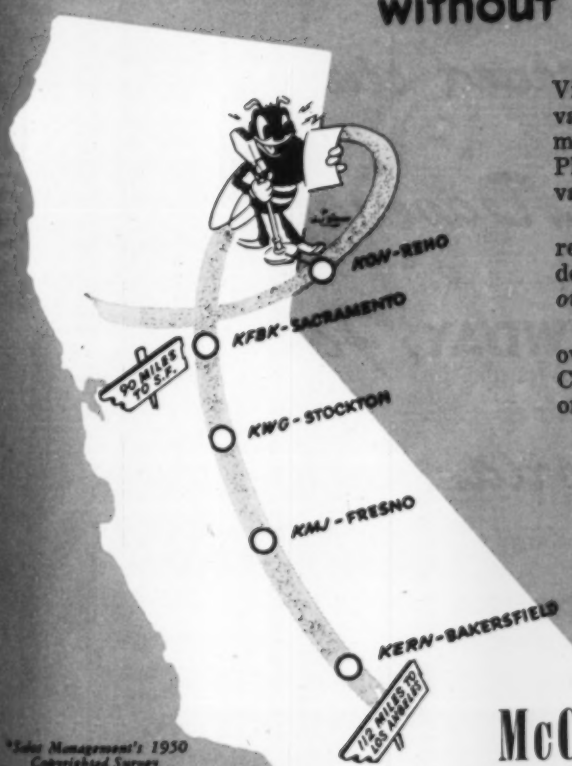
ROLAND F. ROCHE, former manager of national youth market for Coca-Cola Co., elected vice president in charge of advertising for Pepsi-Cola Metropolitan Bottling Co., New York, wholly owned subsidiary of Pepsi-Cola Inc.

JAMES CALVIN AFFLECK, former advertising and sales promotion manager for Radiomarine Corp. of America, RCA subsidiary, named to newly created post of sales promotion manager, receiver sales division of Allen B. DuMont Labs. Inc. HENRY R. GEYELIN, advertising manager for DuMont's receiver division who has held dual post of advertising and sales promotion manager, will now concentrate on advertising.

ROL RIDER, formerly with Hollywood and Chicago offices of N. W. Ayer & Son Inc., joins Carnation Co., Los Angeles, as assistant advertising manager for Friskies Dog Food.



...you can't cover California's **Bonanza Beeline** without on-the-spot radio



Visualize a big *inland* market, larger in area than Pennsylvania plus Michigan. Give it 3 billion in buying power . . . more people than Los Angeles . . . greater food sales than Philadelphia.* Place it across California's great central valleys and western Nevada. You have the Bonanza Beeline!

But don't expect to cover it with outside radio. Beeliners, remember, live remote from coastal influence — they're independent *inlanders*. So the way to reach them is on their *own* stations . . . the five BEELINE stations.

Each BEELINE station gives you top coverage in its own rich radius. With all five, you blanket the whole market. Choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's what you should know about KMJ Fresno

BMB home-county weekly audience of 93% daytime, 95% at night. (And Fresno County is nation's 2nd wealthiest farm county.) Hoopers twice as high as next closest station for Mon. thru Fri. 12 Noon - 6 P.M. period. 351,000 radio families in its 16-county 1½-billion-dollar orbit.

*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

On our 18th birthday, F&P proudly bows to the finest radio stations in America—and especially to these stations we have continuously served since 1932:

WGR, *Buffalo*—WOC, *Davenport*—

WHO, *Des Moines*—WDAY, *Fargo*—

WMBD, *Peoria.*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

ALL BALLED UP

It's easy to get confused about the best radio buy in Baltimore. With so many claims and counter-claims filling the air, you can become just as tangled-up as this puppy.

But one thing is crystal-clear—the *big bargain buy* is W·I·T·H.

W·I·T·H is the station that delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get *big* results from *small* appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 22 WASHINGTON, D. C., MAY 29, 1950 $7.00 A YEAR—25c A COPY

AUTO BUDGETS READY TO BOOM

Radio, TV Slice Big

WITH LABOR PEACE restored in their field, automotive manufacturers are addressing themselves to a program of advertising that promises to establish the industry as one of the most enthusiastic users of radio and television in the country.

At least two major car companies are considering heavy spot schedules, and three others are actively searching for television programs to start next fall.

Among cars anticipating radio and television spot schedules for next fall are Nash, through Geyer, Newell & Ganger for its new small car, and Lincoln-Mercury which is thinking of a radio version of its television show *Toast of the Town*, to be placed on a regional basis in markets where the TV version isn't presented.

Chevrolet dealers are understood to be considering a spot campaign on a local and regional basis to start sometime in July. Campbell-Ewald, New York, is the agency.

Major Budgets Planned

Those understood to be readying major budget allotments to network television are Buick Division of General Motors, through Kudner Agency; Kaiser-Frazer through William H. Weintraub Co., and Dodge Division of Chrysler Corp. through Ruthrauff & Ryan.

The present state of active advertising planning follows the settlement of the 100-day Chrysler Corp. strike and the peaceable negotiation of a new five-year General Motors contract.

Despite labor difficulties that for three months halted the production of Chryslers, Dodges, Plymouths and DeSotos, when advertising was kept to the barest minimum, the automotive industry spent almost as much money for network radio time during the first four months of this year as in the similar period of 1949.

Gross national network time purchases of automobile manufacturers, January through April 1950, totaled $1,423,855, compared with $1,787,739 for the same four months of 1949, according to the records of Publishers Information Bureau, which keeps score on the expenditures of network advertisers.

TV network advertising from the auto makers on ABC, CBS and NBC (with DuMont figures not available) totaled $899,722 for the first four months of 1950, almost seven times the $129,780 this group spent for time on all four TV networks in the same period of last year.

Generally, radio and television activity in the motor industry can be summarized as follows:

Ford is keeping a heavy television schedule. Ford dealers are reported about to renew *Ford Theatre* on CBS-TV alternate weeks, through Kenyon & Eckhardt. Ford Motor Co., through J. Walter Thompson, sponsors Kay Kyser on NBC-TV each Thursday and the Wednesday portion of *Kukla, Fran & Ollie* on NBC-TV.

Chevrolet Continues Sponsorship

Chevrolet, leading the motor industry in sales, is still sponsoring *Teletheatre*, its half-hour dramatic show on NBC-TV, but plans an eight-week summer hiatus.

General Motors Division, Pontiac, is biding its time. MacManus, John & Adams, Pontiac agency, is reported to be building a new spot schedule which, now that the labor negotiation has been resolved, is expected to be launched.

A brighter spot is Oldsmobile. Always a heavier user of spots in both AM and TV, Olds is still carrying three spots per week on 154 AM stations, and three per week on 33 TV outlets. In addition, the Douglas Edwards news program is being sponsored on 11 CBS-TV stations. This program is being directed and placed from D. P. Brother Inc.

Hudson One of Spot Leaders

Among the independents, Hudson Motor Car Co. is one of the leading spot users. Though slightly off from a high of almost 800 stations earlier this year, Hudson is still placing spots on nearly 500 stations. Stations on the list are getting five spots per week for two weeks out of each month. Campaign is placed by Brooke, Smith, French & Dorrance.

Nash has completed a $250,000 spot buy to help introduce its new small convertible, the Rambler. The schedule ran for four or five weeks on 1,250 AM stations and 67 TV. Nash, through Geyer, Newell & Ganger, is said to be considering national TV, but a spokesman said:

"We are not blind to the fact television covers but 12% of the sales possibilities of the country, and are not ignoring AM radio."

Packard is another motor maker with a strong investment in TV. It has renewed sponsorship of *Holiday Hotel* on ABC-TV in 14 live markets, and 32 kinescoped areas. Packard hit the AM spot market heavily earlier in the spring, with a five-week campaign over 150 stations. Young & Rubicam is the Packard agency.

Dodge-Plymouth dealers are to start a new spot campaign in Detroit this week, with other markets being added immediately. A four-week campaign is listed, with two Class A spots per day, if available. Sporadic efforts were made in 400 markets.

Roller Derby Telecasts

Dodge Division of Chrysler Corp., through Ruthrauff & Ryan, New York, has bought part of the world series of the roller derby to be telecast June 3, 4 and 8 by ABC-TV from Madison Square Garden. Dodge will sponsor the Saturday June 3 portion from 10 p.m. to conclusion, and the following day will sponsor the 3:30 p.m. to conclusion telecast of the event. The finals, which will be on June 8, will be sponsored by Dodge from 10 to 10:30 p.m. and by Blatz Brewing

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ANTENNA RULES

Proposed Standards Set

ANTENNA-SITE standards designed to minimize the perennially troublesome problem of CAA approval were officially proposed by FCC last week—seemingly little changed in substance from those which drew broadcasters' fire when informally advanced a year ago.

The Commission also issued a proposed codification and simplification of its present requirements for the painting and lighting of towers, and, as a matter of "general information," outlined a speed-up plan which government aviation authorities propose to follow in processing antenna-site applications.

Except for insertion of a "grandfather clause" which broadcasters had demanded and a revised passage on instrument approach area protection which was open to conflicting interpretations, the proposed criteria as well as the processing procedures are generally in line with plans outlined in government-industry conferences last May [BROADCASTING, May 2, 9, 30, 1949].

Estimates Watered Down

Government authorities appeared to have watered down their original estimates that the standards would make antenna-site studies unnecessary for perhaps as many as 80% of the applications received by FCC. The Commission said, however, that "in many cases" the plan will enable broadcasters to make definite selection of satisfactory sites in advance.

Broadcasters felt it was clear, on the other hand, that the proposals would severely restrict the choice of locations for television and FM towers in particular, especially in the immediate vicinity of large cities.

FCC authorities emphasized that the requirement of "special areonautical study" for tower proposals which exceed the specified minimum limitations does not mean that such proposals would automatically be rejected. It means only that the possibility of a hazard to air navigation is present in those cases, they said, and that the appropriate government bodies want to examine them before giving approval.

The "grandfather clause," promised at broadcasters' insistence at the 1949 meetings, stipulates that existing structures and those authorized prior to the effective date of the standards shall not be affected. Nor would future changes in the standards or in the location of airports impose any new restriction upon then-existing or au-

(Continued on page 40)

Text of Proposed Antenna-Site Criteria, page 40

COURT UPHOLDS PETRY

Christal Suit Is Dismissed

NEW YORK State Court of Appeals last Thursday, in a decision unanimously reached by the seven judges, ruled that Edward Petry, as majority stockholder in Edward Petry & Co., station representative organization of which he is also president, is entitled to increase the number of directors of the company if he so desires, regardless of a provision of the firm's by-laws limiting the number of directors to four.

Decision upholds that of the appellate division of the New York Supreme Court [BROADCASTING, July 4, 11, 1949] in dismissing with costs the suit of Henry Christal, secretary and treasurer of the company, to restrain Mr. Petry from upsetting the two balance on the Petry board which Mr. Christal alleged had been orally agreed on at the time of the firm's formation in 1934.

As the action is based on New York state law, there can be no further appeal beyond the Court of Appeals, highest court in the state. Neither Mr. Petry nor Mr. Christal was immediately available for comment as to what effects the decision will have on the organization and operation of the Edward Petry Co.

History of the case was described in the majority opinion of the appellate division as an "action brought by Henry Christal, a stockholder owning 44% of the voting stock of Edward Petry & Co. Inc., a New York corporation, to restrain defendant, Edward Petry, a holder of 51% of the voting stock, from proceeding with a plan initiated by Petry to increase the number of directors of the corporation from four to five. The complaint alleges an agreement between plaintiff (Christal) and Petry to the effect that the board of directors of the corporation should at all times consist of four members; that Petry and the plaintiff should have equal representation on the board of directors; that each at all times should have the right to nominate and elect two of the directors, and that Petry and plaintiff were to have equal control over the management of the corporation.

"The primary question . . . is as to whether there is a valid agreement which precludes Petry as holder of record of a majority of voting stock from exercising his statutory right to effect an amendment to the certificate of incorporation so as to increase the number of directors from four to five and by that means to give him control over its managements."

In deciding that Mr. Petry did have that right, the three appellate division judges concurring in the majority opinion based their decision largely on the testimony of Edward E. Voynow, manager of the company's Chicago office and a 5% stockholder, that when it was agreed to divide the profits of the business equally among Messrs. Petry, Christal and Voynow, Mr. Petry had stated that while Mr. Voynow was becoming a one-third partner in the earnings of the company "you are not going to be a one-third partner in the control of the company because I have a 51% control of it and I won't give up any of mine."

Mr. Christal testified that at the time of incorporation it was decided that it would be helpful to Mr. Petry to own 51% of the stock but that this was not "in any way to affect the relationship" between them for control of the company, according to the appellate division majority opinion, which continued:

"To carry into effect this arrangement, according to plaintiff, the attorney who drew up the certificate of incorporation caused it to provide for four directors and also had a similar provision inserted in the by-laws of the corporation. The by-laws contained a further provision for their amendment by an affirmative vote of 75% of the stockholders. However, no such limitation was contained in the corporate cumulative voting required under the by-laws which plaintiff asserts were adopted so as to keep control between Christal and Petry evenly balanced."

Noting that the business had been "highly successful and apparently over the years no question ever came up as to who was in control," the opinion pointed out that differences "have recently arisen" between Mr. Petry and Mr. Christal over management policies.

To resolve those difficulties and gain control, Mr. Petry called a special meeting of the stockholders to increase the board membership from four to five. Mr. Christal then brought suit to restrain Mr. Petry from doing this. "After a trial, a referee designated by the parties to hear and determine the issues granted substantially all the

(Continued on page 42)

VIRGINIA ASSN.

Elects Shultz President

JOHN M. SHULTZ, general manager of WMVA Martinsville, last Friday was elected president of Virginia Assn. of Broadcasters for a one year term at the annual meeting of the association at the Tides Inn, Irvington, Va. He succeeds Phillip P. Allen, WLVA Lynchburg.

James Moore, WSLS Roanoke, was elected vice president and Charles Blackley, WTON Staunton, was elected secretary-treasurer.

New directors are Campbell Arnoux, WTAR Norfolk; C. T. Lucy, WRVA Richmond; R. Sanford Guyer, WBTM Danville; Jack Weldon, WWOD Lynchburg; and R. H. Smith, WCYB Bristol.

Voted down at the closing session was a resolution proposed by the resolutions committee which would have deprecated the acceptance of off-rate card business in the mail order category, particularly because of the failure of certain agencies to fulfill commitments in delivery of merchandise and payment of bills. A similar resolution had been unanimously approved by the North Carolina Assn. of Broadcasters at Chapel Hill earlier in the week (see story page 25).

The unfavorable vote followed a floor discussion with a majority of the delegates harboring the view that the matter was one for individual station handling rather than for association action.

Among other actions at the closing session, the VAB commended Mr. Lucy, and other members of the legislative affairs committee for carrying to successful conclusion legislation exempting Virginia radio from municipal franchise taxes. Resolutions also were adopted commending Mr. Allen, and all officers and directors for

(Continued on page 42)

OPERATING COSTS

Are Leveling Off, Doherty Reports

INDUSTRYWIDE trend toward rising station operating costs is starting to level off for the first time in several years, judging by early returns from the NAB's second annual study of broadcast expenses.

This leveling-off process as it affects the South Atlantic area was reported to the Virginia Assn. of Broadcasters at its Thursday meeting held at Tides Inn, Irvington, Va., by Richard P. Doherty, NAB employe-employer relations director.

Tendency of selling expenses, particularly, to increase was found in NAB's analysis, in which the Research Dept. is cooperating. Only exception to this trend was found in low-income stations in the South Atlantic Area.

With about 62% of stations showing an increase in gross revenues, NAB found that the average increase for this group was 11% from 1948 to 1949. Of the 38% of South Atlantic stations showing a decline, the average loss was 8%, Mr. Doherty told the Virginia group.

Stations enjoying the best revenue increase were in the $100,000-$200,000 annual revenue class, with $75,000-$100,000 ranking second, Mr. Doherty said.

Revenue Decreases

In the case of stations that fell off in revenue from 1948 to 1949, the highest decline occurred among stations with annual revenue under $75,000.

Best improvement in operating cost ratio was found in the $100,000-$200,000 and $200,000-$300,000 categories.

As a rule payrolls were held to the 1948 level, according to Mr. Doherty. Ratio of payrolls to operating revenues remained about the same except at stations doing business of less than $75,000 a year.

Current economic trends emphasize the increasing need for more effective station cost control and greater sales efforts, Mr. Doherty said, describing control of reduction of operating costs as "one of the most pressing problems facing the industry."

In his South Atlantic analysis Mr. Doherty said, "The year 1949 saw station operating costs increase slightly more than did station revenues; it also saw a larger segment of the stations in the area operating at a loss than in any previous year.

"The aggregate picture of South Atlantic stations which operated in the black indicated an increase of nearly 4% in stations revenues in 1949 compared with 1948. However, the tendency among these stations was for operating costs to rise, with the result that the total operating ratio rose barely 2% above last year.

"The number of loss stations was higher than in 1948. With the sample of the South Atlantic area, 51 stations failed to make a profit. Forty-two percent of these 1949 loss stations were in the below $50,000 gross revenue category; 46% were in the $50,000 to $100,000 bracket; and 12% had incomes above $100,000."

Mr. Doherty gave the Virginia group these figures on station operating ratio (percent of total income to dollar expenditures), applying to profit stations only:

Station Class	1949	1948
Under $50,000	89%	89%
$50,000-$75,000	87	87
$75,000-$100,000	84	84
$100,000-$125,000	86	82
$125,000-$150,000	88	84
$150,000-$200,000	87	84
$200,000-$250,000	83	81
$250,000-$1,000,000	74	72

"The fact that operating costs

(Continued on page 32)

RADIO'S 'GOLDEN ERA'

Shugert Sees Prosperity Despite TV

RADIO generally, and local radio in particular is on the threshold of "a golden era" in both TV and non-TV homes and areas.

This prediction was made Thursday by Charles W. Shugert, assistant to the manager of the promotion-advertising department, Shell Oil Co. Addressing the Ohio Assn. of Broadcasters in Columbus (see convention story, page 44), Mr. Shugert offered "a prosperity program for the radio industry in the age of television."

Mr. Shugert

Mr. Shugert is a past president of the Industrial Advertising Assn. of New York and at present is secretary-treasurer of the National Industrial Advertising Assn. Shell is one of the nation's largest spot users and currently sponsors 53 separate radio programs in as many markets.

Proper promotion and programming, Mr. Shugert said, "can mean more radio sets manufactured and sold; more radio listening; more advertising revenue for radio; more product brand acceptance via radio, and more all-around value per advertising dollar for the radio sponsor."

Step Lively Warning

Warning broadcasters they will have to hustle from now on for their "rightful share of the sponsor's advertising dollar," he predicted TV will have a major effect on all advertising media. He said he doesn't believe radio is "a dead duck" as an entertainment and advertising force, as predicted in some quarters.

"Radio must act fast," Mr. Shugert said. "The millions of dollars spent this year by leading American companies, and the return to radio by many big advertisers after a year's absence, are proof that radio still sells merchandise—locally and nationally.

"If properly developed, radio may become bigger than ever. A recent poll by *Fortune* magazine disclosed that radio is still the No. 1 leisure time activity of more than half the population. Radio listening is twice as popular as watching sports events, visiting with friends, playing outdoor sports, going to the movies, or reading books and magazines."

Mr. Shugert said that with 50 million radio sets sold since the war, there are 85 million radios in use today compared to around 5 million TV sets, with "more radio sets in repair shops today than television sets in homes." At the same time, he added, radio advertising revenue is increasing in many aspects, particularly spot time sales. The post-war set ownership increase is more than 65%, he said, with home listening up more than 50% along with 15 million auto receivers.

The away-from-home listening is too often overlooked, he continued, comparing this oversight to a situation in which a newspaper failed to include in circulation claims the papers read in streetcars and buses. He cited radio and circulation studies of BMB, Hooper, Nielsen, Psychological Corp. and other research firms.

"On the basis of comparative audience statistics (TV vs. radio) large sponsors are returning to radio," Mr. Shugert said. "Grove Laboratories have returned to the air this year to split-sponsor *The Shadow*. This year Luden's resumed its winter participation in CBS' *Sing It Again* after 12 months absence.

"Sweetheart Soap picked up Mary Margaret McBride after dropping her for a year. And, after an absence of three years, H. J. Heinz returned to network radio in 1950 with the *Adventures of Ozzie & Harriet* over 270 ABC stations.

Radio Holds Fast

"Another recent survey by Hooper discloses that the first 11 most popular programs in the Los Angeles area, considered the home of the entertainment industry, are still radio programs. Of the first 15, only two are television programs. And yet, as of March 1, there were more television sets in Los Angeles than in any other city in America, except New York City."

Describing the typical day of an average housewife, Mr. Shugert predicted "daytime radio will grow bigger than ever. I really doubt that the millions of housewives, who are today the steady fans of soap opera, will ever have the leisure to sit down and watch daytime television.

"Daytime radio permits the women to go about their normal household duties without interruption. Many of these hardworking women, with the responsibility of a household on their shoulders, would suffer pangs of conscience if they permitted themselves the luxury of 'sitting one out' during the afternoon when so much remains to be done.

Daytime Radio Rates High

"Daytime radio can well become the premium time on the air," he said.

After comparing the degree of concentration required for TV viewing and radio listening, Mr. Shugert said portability is another advantage of radio with millions hearing programs on portable sets at beaches, parks, picnics and elsewhere.

"It seems to me that radio has a power and an appeal which can't be erased overnight by any medium, including television," Mr. Shugert declared. "Radio has a place in the American social fabric which cannot be destroyed." Citing the example of a Christmas appeal on the Jack Berch program, he said, "You can't dismiss such powerful selling appeal."

Mr. Shugert said he is certain that radio has many prosperous years ahead, but added, "I also believe that, from now on, you men must work—and work hard—for the sponsor's advertising dollars." He offered the following program of "immediate action" by the broadcasting industry:

1. Radio should review the entertainment value of its programs. New and original programming is vitally necessary at this time. The creative people of radio should be given a freer hand to build new and more interesting programs. Radio must display the same originality, imagination and ingenuity it exhibited in the early days of its growth. The best and most experienced brains in the entertainment world are in radio. Let's use them.

2. Radio should make a serious effort to win back its summer audience. There should be no let-down in program quality during the summer months. The growth of portable radio sales is indication enough that people want to listen to radio wherever they go during the summer, to the beaches, parks, or even to the ball game. Give them the chance. Give them summer programs worth listening to. Remember, here is one way in which you can take listeners away from television. During the hot summer months, many people don't want to sit in a closed, darkened room watching television. Here's a chance to turn the tables on TV.

3. Radio should launch a vigorous campaign of program promotion. I believe a station should spend approximately 5% of the time cost of any program in a campaign to promote that program among the sponsor's dealer organization. Not only would this build up an audience for that particular program among the sponsor's own dealer group, but it would also

(Continued on page 44)

ALTERNATE WEEK SPOTS

Esty Makes Plans

ACCEPTANCE by a number of stations of a Cunningham & Walsh proposal to change Chesterfield spot schedules to an alternate week basis [BROADCASTING, May 8, 15] last week prompted another large agency to consider similar revision for some of its clients.

R. C. Grahl, timebuyer of William Esty Co., sent a letter to station representatives asking for identities of stations that would accept contract revisions to the unprecedented every-other-week schedules.

"Please give us a list of your stations which are taking this type of business," wrote Mr. Grahl, "as we may wish to make similar arrangements on some of our contracts."

Asked for comment on Mr. Grahl's letter, T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, issued a criticism of stations that had yielded to the Chesterfield proposal, which he described as a "serious breach in the customs of the broadcasting business." NARSR has taken a firm stand against such revisions in practices.

Full text of Mr. Grahl's letter to representatives read:

We understand some stations are now accepting "fixed" spot business on an every-other-week basis.

Please give us a list of your stations which are taking this type of business as we may wish to make similar arrangements on some of our contracts.

If you do this for one advertiser, you should do it for others.

To save time, you may write your answer on this letter.

Flanagan's Comment

Mr. Flanagan, asked by BROADCASTING for comment on what appeared to be the development of a trend, said:

"I have heard that Mr. Grahl has sent such a letter to station representatives. Of course he is entirely right that all advertisers deserve equal treatment, terms and time rates from broadcasting stations."

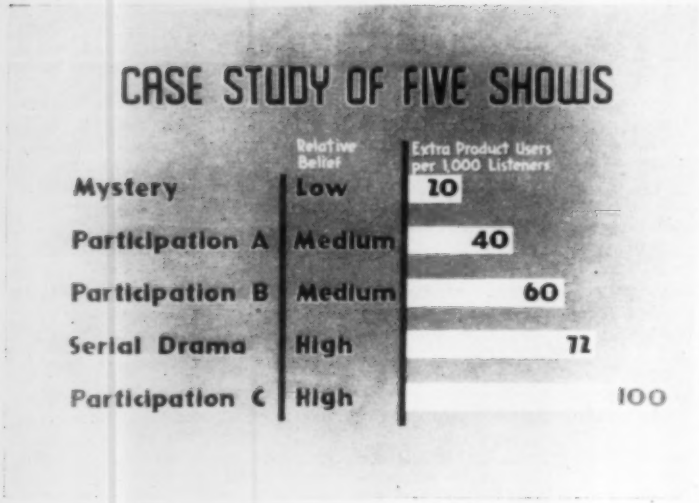
Saying that Mr. Grahl obviously was referring to the Chesterfield innovation, Mr. Flanagan added:

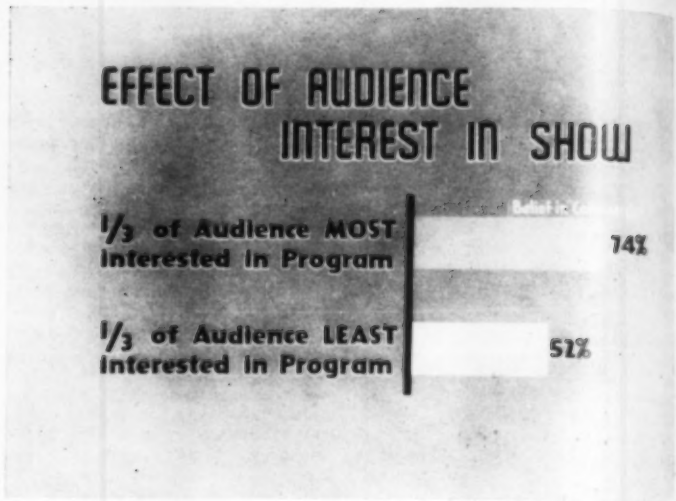
"Those few stations that thoughtlessly accepted the Chesterfield contract amendment will now see that they have made a serious breach in the customs of the broadcasting business—a breach that is bound to have an adverse effect on their incomes.

"Broadcasting is too powerful a sales medium—it produces such high volume business for advertisers at such low marketing cost—that stations need not go bankrupt in delivering their service to advertisers.

"They should stick to published rates and terms. They need not succumb to the wiles of the bargainers."

Although Mr. Grahl made no mention in his letter of clients for whom Esty was considering schedule alterations, it was regarded as probable that one he had in mind was Camel cigarettes, a spot account as heavy as Chesterfield.




EFFECT OF AUDIENCE INTEREST IN SHOW
1/3 of Audience MOST Interested in Program
74%
1/3 of Audience LEAST Interested in Program
52%

* * *

LISTENERS BECOME CUSTOMERS

Schwerin Cites Impact

STATISTICAL evidence of a correlation between the believability of radio commercials and sales of the product advertised was presented last week in New York by Schwerin Research Corp.

The new study was unveiled by Horace Schwerin, president of the firm, who said it served to prove his contention that despite the growth of television "radio can sell two or three times the amount of sponsors' goods that it now sells."

The Schwerin study, called "How To Turn More Radio Listeners Into Customers," received the endorsement of Hugh M. Beville Jr., NBC director of plans and research.

Mr. Beville pointed out that the Schwerin company had been under retainer from NBC for several years to perform the primary job of testing programs, but he thought that the Schwerin analysis of last week, from the standpoint of the industry as a whole, "is more important than the Schwerin program findings."

The Schwerin analysis involved re-examination of some 500,000 individual reactions to 1,500 radio programs and 2,300 commercials over the past several years.

Queried on Product Use

Among questions that the Schwerin company has been asking of its selected studio audiences in tests of programs already on the air are whether or not the participants in the tests were listeners to the programs as broadcast and whether or not they used the products advertised.

By applying those data, plus other information on socio-economic levels, the Schwerin company was able to create for each of a number of programs two groups of several thousand each, matched in most important characteristics except that one group was composed exclusively of listeners to each program and the other of non-listeners.

In each group users of the advertised product were counted. The difference in the number of users per every thousand listeners and per every thousand non-listeners was presumed to be attributable to exposure to radio.

Mr. Schwerin explained that "such variables as exposure to other advertising media tend to randomize when samples of this size are being used."

Result of the analysis showed that there was a positive correlation between Schwerin records of believability and remembrance of commercials and the use of the advertised products among listeners to the program on which the commercials were aired.

Believability Important

When a commercial gained a high believability and remembrance score in the Schwerin studio audience tests, there were more extra customers per thousand listeners to the program on which the commercial was used; when its believability score was low, there were fewer extra users per thousand listeners.

According to the Schwerin findings, program popularity ratings exert less influence on the frequency of use of products by listeners than do the believability and remembrance scores of the commercials themselves.

Mr. Schwerin cited the case of one advertiser who sponsored five network programs, with widely varying popularity ratings and widely varying extra users per thousand scores.

Of the five programs, the one with the highest popularity rating delivered the fewest extra users of the sponsor's product per thousand listeners.

"The effectiveness of a radio program, sales-wise, can be said to equal the size of its audience times the percentage who buy the product," Mr. Schwerin said in his presentation, "The percentage who buy the product is the direct function of how well the message is remembered and believed.

"Doubling the size of the audience is an expensive and sometimes impossible task; doubling, or even tripling, the remembrance and believability of its commercials requires only intelligent effort."

To achieve high believability scores for commercials, Mr. Schwerin suggests that advertisers follow a principle of "psychological compatibility," his own term.

His definition of "psychological compatibility" is "making your commercials take advantage of the audience's reason for listening to the program."

Mr. Schwerin described the evolution of commercial techniques in one serial drama to illustrate how psychological compatibility was achieved. When the commercial, in the form of a testimonial throughout the evolution, was delivered by a beauty expert, 17% of the women listeners believed and remembered it. When a showgirl read the same commercials, the score went up to 25%. A professional woman's delivery of the testimonial elicited a 42% score. But a housewife's reading scored highest of all, 45%.

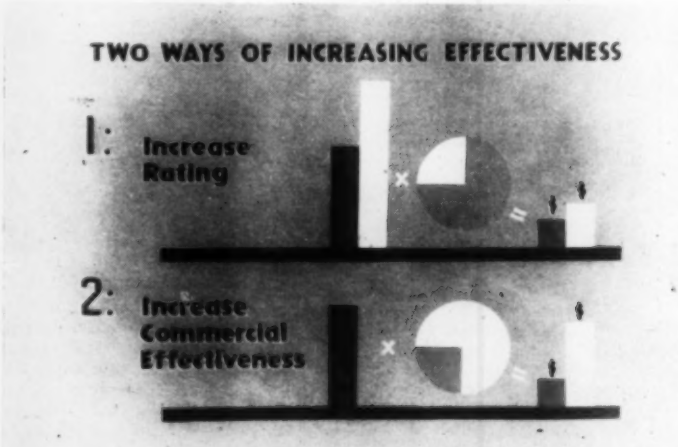
Type of Delivery Important

Mr. Schwerin explained that the housewife's delivery "borrowed" from the serial drama program, whose basic appeal was to housewives. When the same commercial was read by the same housewife on a different program, a mystery show, it scored less than 6% in remembrance and believability.

Turning to examples of how his theories of psychological compatibility had been put to practical test, Mr. Schwerin said that by improving believability and remembrance of commercials and retailoring programs on the basis of Schwerin tests, the sponsor of one news show increased extra customers per thousand listeners 450%.

"Radio can sell as much or more merchandise than it ever sold prior to television," said Mr. Schwerin, "if it takes advantage of its opportunity to improve its quality. . . . By qualitative improvement of commercials and programs, which will be directly reflected in sales, the radio audience—still tremendous—can be turned into customers in such numbers as to completely compensate for the loss of listeners due to TV."

* * *



Happy Birthday at 270 Park Avenue:

BAB MARKS 1ST YEAR With 'Normal' Week

BROADCAST ADVERTISING BUREAU has a birthday this week—its first—but none of its hurrying and harried staff will spare the time to cut a cake, let alone bake one.

The event will be marked by no more than the usual turmoil that prevails in BAB, an organization which in its short existence has inundated the broadcasting industry with such a flood of sales promotional material and energy as it has never seen before.

This week will be a normal one for BAB.

Maurice B. Mitchell, BAB director and principal evangelist among radio salesmen, under the pressure of mounting work cancelled a trip to a National Retail Dry Goods Assn. convention in Los Angeles.

Meg Zahrt, BAB assistant director and expert on retail advertising, was to attend the NRDGA, then will fly to Cleveland to attend the convention of the Assn. of Women Broadcasters.

Batson at AFA Meet

Charles Batson, BAB assistant director and television specialist, will be attending the Advertising Federation of America convention in Detroit.

At BAB's New York headquarters the rest of the skeleton staff includes four super-secretaries who will be too preoccupied with working on projects for the next year to celebrate accomplishments of the one that has passed. A fifth girl, who completes the eight-member BAB staff, will be absent on vacation.

Almost any week picked at random from the BAB schedule in the past year would have looked approximately like this one.

Since June 1, 1949, when BAB was officialy established by the NAB, Mr. Mitchell has flown more than 100,000 miles, delivered 75 speeches and added an imperishable phrase to the lexicography of broadcasting. "Mitch's Pitch" is now synonymous with hell-for-leather salesmanship that elevates the radio story to a level of pure gospel.

* * *

MAURICE B. MITCHELL
Director, BAB

The organization has risen energetically above the limitations of modest budget to make itself the delight of broadcasters and the despair of rival media. The Newspapers' Bureau of Advertising already has issued a call to rally its members in a counter-offensive "while BAB is still in the organizational stage and not conditioned to shock."

BAB was founded by NAB as an invigorated replacement for what had been the Broadcast Advertising Dept. of the NAB.

The Broadcast Advertising Dept., which Mr. Mitchell headed from October 1948, until the formation of BAB, had a budget of $63,000 a year, not enough in opinion of Mr. Mitchell and many others to finance aggressive action.

The department's budget was raised to $78,000 in 1949, still an inadequate amount to manage the functions that Mr. Mitchell and his supporters hoped to perform.

At the meeting of the NAB board coinciding with the NAB April 1949 convention, Mr. Mitchell proposed the creation of an organization that would ultimately become a central bureau to provide information for both buyers and sellers of time and could act for broadcasters as a whole, thus gaining admittance to places where individual broadcasters could not go.

Budget Increase Asked

Mr. Mitchell asked for a budgetary increase of $100,000 immediately, added to the $78,000 already budgeted for 1949 for the broadcast advertising department, and for authority to move the organization to New York, the principal center of business.

The NAB board that April authorized the $178,000 budget for the year April 1949 to April 1950 and BAB was officially formed the following June.

In August, BAB moved to New York in the quarters that had been occupied by the expiring Broadcast Measurement Bureau at 270 Park Ave.

In the preceding July, however, the NAB board withdrew $50,000 of the budget it had allocated to BAB and set up the organization's new budget—about $127,000—on a July to July basis. At the same meeting the board voted to separate BAB from NAB within a year, but this was later discarded.

Budget requests and withdrawals have continued to trouble BAB. When the NAB board requested budget estimates last November, Mr. Mitchell proposed one of $243,000 for BAB. Deferring decision until its meeting last February in Phoenix, the board then granted him a budget of $200,000 with the provision that all revenue from BAB would be diverted into the NAB.

Last year BAB took in some $30,000 from the sale of promotional material. Being able to retain this amount, BAB actually operated on a total budget of a little less than $160,000, including its $127,000 allocation from NAB, before the February board action.

The question of when to cast BAB loose as an autonomous organization has recently been raised again. Justin Miller, NAB president, has suggested to NAB board members that the subject be considered at their next meeting.

Despite changes in the NAB board's attitudes toward BAB's future and finances, BAB has turned out an impressive amount of work in the single year of its existence.

BAB Projects Cited

Its first major project was the production of a strip film, "How To Turn People Into Customers," a vigorous, competitive sales talk for radio that could be used by individual stations to drum up local business. To date 475 stations have bought prints of the film at $15 each. Mr. Mitchell estimates that at least 100,000 advertisers, agencies and other businessmen have seen it.

The strip film was frankly intended to counteract another strip film, "This Little Product Goes To Market," that had earlier been produced by the Bureau of Advertising of the American Newspaper Publishers Assn. and was enjoying considerable success.

The fact that the BAB film supplied tough competition was attested to by a recent confidential report by the Bureau of Advertising to its members. Parts of the report are herewith quoted: "Don't underestimate radio's competitive power on the local front. . . . That's not just our own opinion but also the considered judgment of a long standing bureau member who's in a better position than most to evaluate just what radio's current activities mean—including specifically the BAB strip film presentation, 'How To Turn People Into Customers,' and the loudly fanfared new promotion motion picture, 'Lightning That Talks.' . . .

" 'Lightning That Talks' has been a wet firecracker in many places where it's been shown, instead of a thunderbolt, but . . . there is method in their madness, and it would be foolhardy for us to dismiss radio's new activity as fruitless on the basis of their first two productions . . . They are the first guns of Fort Sumter and it means war."

Radio, says the Bureau of Advertising report, is "on the march for retail advertising."

The report continues: "We, too, take great risks . . . if we do not prepare to meet this challenge right now while BAB is still in the organizational stage and not conditioned to shock. We have new competition that calls for action."

Other projects which BAB has

(Continued on page 52)

FULTON LEWIS jr. (r), MBS commentator, gives hearty approval as Bruce Alexander (l), assistant general manager, Capital Garage (Nash dealer), Washington, buys Mr. Lewis' news program across the board on WEAM-Mutual Arlington, Va. WEAM General and Sales Manager Howard Stanley, who convinced one of the biggest garages in the area to make its first major investment in radio, looks over their shoulders.

JONES SHIFT

Hayes Named President

DUANE JONES, president of Duane Jones Co., New York, effective June 1 will become chairman of the board of the agency, specializing in packaged goods accounts.

Succeeding him as president will be Robert Hayes, now a vice president and director of the agency, it was announced by Ralph Smith,

Mr. Jones

Mr. Hayes

executive vice president and chairman of the plans board.

The change in management will free Mr. Jones from internal executive responsibilities, Mr. Smith said, and enable him to work closer with the agency's clients in their creating and selling problems.

Mr. Hayes has been with the agency since October 1944. He was formerly with Procter & Gamble and Young & Rubicam.

BMI HIT

Davis Charges Monopoly, Seeks FCC Action

PETITION asking the FCC to issue temporary licenses to all stations holding stock in Broadcast Music Inc. was filed Wednesday by Kenneth Davis, attorney, who also has asked the Federal Trade Commission to investigate BMI as a monopoly.

Mr. Davis, filing on his own behalf, asked the FCC for a ruling under Rule 1.728 "whether it is the accepted and correct policy to permit radio licensees to control or barter in the source of their supply when such activities are denied to private industries."

In addition he asked FCC to decide if "such trafficking" is "inimical to the best interests of the public generally."

Mr. Davis told BROADCASTING that he proposes to bring about the dissolution of BMI.

The FTC petition was filed by Mr. Davis on his own behalf, but he said he represented "8 or 12 stations" which he would not identify.

Mr. Davis said he represented radio stations many years ago, fighting ASCAP in Washington State, and added that he drew the Washington anti-ASCAP bill which became a law. He declared:

"I'll extinguish BMI. A lot of broadcasters think BMI is a Frankenstein and ought to be destroyed. There no longer is any need of BMI since the recent ASCAP court decree. I am turning over the tax charges to the Commissioner of Internal revenue.

"This is the first of a series of actions against BMI. A radio station or other party in New York will bring a dissolution suit against BMI. There are others besides radio stations in this."

Before formation of BMI, Mr. Davis recalled, he owned the tax-free music library operating as Davis & Schwegler, with Carl Haverlin, now BMI president, as an employe.

'Not Private Controversy'

The FTC petition said the request "is not a private controversy but the acts complained of herein affect adversely the interest of the public generally."

Named in the complaint are BMI, the four major networks and NAB, along with the individual officers and directors of the BMI board including Chairman Justin Miller, NAB president, and Mr. Haverlin.

Citing history of the Washington State litigation, along with the U.S. consent decree with ASCAP and BMI, Mr. Davis charged that stations, networks and NAB "unlawfully pooled" resources to create BMI "for the purpose of supplanting ASCAP and other copyright licensing agencies in the industry, although they stated they were merely creating competition for the society."

He claimed "BMI's sole purpose was to suppress all competition, which it has done," and termed this "a bold conspiracy to violate the laws of the United States relating to the restraint of trade." He quoted statements from BROADCASTING in which BMI was referred to as the "world's largest music publisher" and then charged "the so-called 'competitor' became the monopolizer."

Mr. Davis claimed ASCAP's competition has been "diminished and assassinated" and its preeminence "shattered."

Cites 'Overt Acts'

Citing "overt acts" Mr. Davis charged "stockholder radio stations receive a discriminatory rebate from BMI, as opposed to the non-stockholder . . . radio stations, in express violation of the law." He claimed BMI as "the tool and agency of the networks who control, own and operate the television industry, has granted non-compensating licenses to BMI's 'patrons' and 'owners,' the networks, free of charge, to the detriment and injury of the BMI writers and other authors of this country." He criticized BMI's alleged lack of distinction between TV and audio in its performance rights.

"The acts of the various persons herein complained of are so brazen and openly a violation of both the Clayton and Sherman Acts that the applicant assumes this duty just as would any other citizen when knowledge of a law violation is called to such person's attention," Mr. Davis declared in the petition. He claimed the government has done nothing about "this impertinent monopoly"; that Justice Dept. cannot proceed against BMI as it did against ASCAP "for the reason that only the harsh remedy of dissolution could be used against BMI." He listed "overt acts" including rebates to stockholders; self-perpetuation of BMI board through stock control including return of stock to BMI upon sale of a station; extension of monopoly into Canada; discrimination between composers in giving away of TV rights; BMI's owners and confederates exploit BMI music and stifle competition; BMI is attempting "to make ballroom and hotel groups pay the way of its radio owners, who are already reaping a harvest from the post-war radio stations that are not stockholders."

Other charges includes use of "scare tactics" over what ASCAP might have charged; false advertising; use by NAB and BMI of "political artifices" that have discouraged attacks against "this powerful monopoly."

'Disciplinary Message'

Mr. Davis claimed networks and their owned recording companies "pass a disciplinary message down to all of their affiliated stations and artists to perform and sing that particular tune or composition which at the moment BMI wishes to have made popular."

Crediting NAB with vast political influence, he said this "pernicious influence" should be investigated, declaring NAB exists "solely to exercise influence to the ultimate beneficial gain to the said networks and to all of their affiliates and persons connected therewith." Attached to the petition is a copy of a petition filed by ASCAP in the government's suit against the society, in which ASCAP asked that BMI be named a defendant. This petition was denied.

BUSINESS CENSUS

Shows Tripled Retail Trade

SALES AND RECEIPTS from retail trade in 1948 were $130,527,317,000 as compared to $42,041,790,000 in 1939, according to the United States preliminary summary of the 1948 Census of Business released Saturday by the Bureau of the Census, Dept. of Commerce.

In wholesale trade, sales and receipts were reported as $185,279,986,000 in 1948 and $54,888,480,000 in 1939.

At the end of the 1948 there were 1,769,993 separate business locations used for retail trade. This number of establishments was down slightly from the 1939 figure of 1,770,355. The number of wholesale trade establishments recorded an increase of 41,803, going from 199,726 in 1939 to 241,529 in 1948, according to the 1948 Census of Business.

Number of Employes Up

During the work week ending nearest Nov. 15, 1948, there were 6,927,891 employes engaged in retail trade and another 2,340,093 in wholesale trade. For the 1939 period the retail employe figure was 4,821,806 and in wholesale trade 1,605,481 employes were reported.

The 1948 information is based on reports submitted by business establishments for that census. The figures are preliminary, the report points out, and represent the summation of the reports included in releases for each of the counties of the United States.

The scope of material in the 1948 Census of Business "covered all establishments in the following trades, as defined by the *Standard Industrial Classification Manual*, May 1949 issue, of the Executive Office of the President: All retail trades; all wholesale trades; all service trades in the following four groups — personal services, business services, automobile repairs and services, and miscellaneous repair services; hotels; tourist courts and camps; and amusements, including motion-picture theatres. Some important services not covered are radio broadcasting and television, medical and health, legal, educational, nonprofit, accounting and domestic services."

The 1939 figures shown in the table below represent a comparable coverage of business, according to the Census Bureau. Both the 1939 and 1948 figures exclude data for administrative and executive offices of multiunit organizations and for chain-store warehouses.

It is pointed out that the "1948 sales and receipts" figures represent sales of merchandise and receipts from repairs and other services to customers.

The United States preliminary summary of the 1948 Census of Business with comparable 1939 data, by trade groups and kind of business, is reprinted below:

Trade group and kind of business	Sales and receipts, entire year 1948 (thous. dol.)	Sales and receipts, entire year 1939* (thous. dol.)	Paid employes, workweek ended nearest Nov. 15 1948 (number)	Paid employes, workweek ended nearest Nov. 15 1939* (number)
RETAIL TRADE, total	130,527,317	42,041,790	6,927,891	4,821,806
Food group	30,980,440	10,164,967	1,012,934	814,746
Grocery stores, without fresh meat	4,045,341	2,225,435	89,215	131,543
Grocery stores, with fresh meat	20,727,011	5,496,318	602,235	421,491
Meat markets, fish markets	1,777,986	750,797	47,627	55,115
Fruit stores, vegetable markets	399,993	222,239	14,917	20,282
Candy, nut, confectionery stores	648,996	295,300	43,624	31,393
Dairy products stores, milk dealers	1,883,519	740,011	102,372	99,266
Bakery products stores [2]	729,781	168,027	82,725	28,933
Egg, poultry dealers	265,011	63,350	7,801	5,468
All other food stores	502,802	203,490	22,418	21,255
Eating and drinking places	10,690,576	3,520,052	1,345,338	830,063
Eating places [2]	6,475,482	2,135,020	976,350	607,882
Drinking places	4,215,094	1,385,032	368,988	222,181
General stores	1,163,975	810,342	41,453	62,423
General merchandise group	15,930,708	5,665,007	1,337,219	965,884
Department stores	10,638,688	3,974,998	833,173	637,189
Dry goods, general merchandise stores	2,787,584	713,208	172,143	99,246
Variety stores	2,504,436	976,801	331,903	229,449
Apparel group	9,797,438	3,258,772	580,919	417,396
Men's, boys' clothing, furnishing stores	2,176,530	773,312	93,089	70,752
Family clothing stores	1,801,301	429,454	113,309	61,598
Women's ready-to-wear stores	3,277,507	1,009,494	225,800	143,985
Millinery stores	438,053	219,149	31,024	40,616
Other women's access., specialty stores				
Shoe stores	1,468,223	617,064	73,680	66,257
Custom tailors	142,794	66,282	13,322	13,260

(Continued on page 34)

'OFF RATE' DEALS *North Carolina Assn. Hits Agencies*

STRONG CONDEMNATION of "mail order" agencies, which have failed to fulfill commitments or deliver merchandise as promised, was voiced by the North Carolina Assn. of Broadcasters at the closing session of a two-day meeting last Tuesday at Chapel Hill in North Carolina.

Culminating a two-year investigation, the association adopted a resolution attacking the growing tendency of "per inquiry" or "off rate card" agencies to solicit stations offering card rates, but then failing to follow through either on merchandise or commitments. The resolution deprecated acceptance of such business, "notably from Pacific Northwest agencies," and authorized its officers and directors to take "appropriate legal steps to ensure fulfillment of commitments."

In the debate preceding adoption of the resolution, specific mention was made of the Pacific Northwest Advertising Co., and of Edwin Kraft, its general manager. There also was discussion of free time grabs by federal and state agencies which buy newspaper space or otherwise compete with private business.

Harold Essex, WSJS Winston-Salem, past president of NCAB and new District 4 NAB director, made a plea for a "united front" to support NAB. Without mentioning the CBS resignation, Mr. Essex stressed the need for a trade association and inveighed against resignations from the NAB as "a protest against some policy or action."

"Let's all take an interest in the NAB and make out of it the kind of organization that we want it to be. We must have a strong trade association to represent the broadcasters. There is no substitute for such an organization." At its closing session, NCAB adopted a resolution recognizing the necessity of a "strong national trade association to represent radio on all fronts" and pledging to Mr. Essex "unqualified support as an NAB director."

Use Tax Attacked

A frontal attack upon the North Carolina use tax law, as it applies to radio, was authorized by the association after Allen Wannamaker, WGTM Wilson, chairman of the tax committee, had cited discrimination against radio. All out of state purchases, Mr. Wannamaker said, are taxed 3%, normally up to a maximum of $15, although the North Carolina Dept. of Revenue on occasions has taxed the full amount of purchases, including towers, equipment, transcription and other commodities.

The association unanimously approved a group insurance plan recommended by President Robert M. Wallace, WOHS Shelby, and its board of directors. The plan, offered by the Pilot Life Ins. Co. of Greensboro, covers life, accident, hospital and surgical benefits, with an override accruing to the state association to help defray its overhead.

Present officers and directors were continued until a fall meeting, to be held at Southern Pines, and a proposal to retain a fulltime secretary, with a $12,000 annual budget, was rejected in favor of the present organization. In addition to Mr. Wallace, officers are Earl J. Gluck, WSOC Charlotte, and Jack S. Younts, WEEB Southern Pines.

The association adopted resolutions congratulating Gordon Gray, owner of WSJS Winston-Salem, who in September becomes president of the U. of North Carolina, after serving as Secretary of the Army and as deputy to President Truman; commending BMI for its contribution to the public, the musical arts and to radio, and the U. of North Carolina and its staff for handling of the convention.

'Controversial Issues' Discussed

Andrew G. Haley, Washington attorney and counsel for ABC, discussed the broadcasters' responsibility toward handling of controversial issues. Reciting the theories of FCC decisions which have made of broadcasters "second class citizens," he said that the Commission, in its repealer of the so-called Mayflower editorializing opinion last year, had introduced the new ingredient of "fairness" as the test. He called this a mere "transitional" ruling and expressed the hope that there would emerge a more legal elucidation of the rights of broadcasters to express their views.

Rodney Chipp, director of engineering of DuMont Television Network, gave the NCAB a bird's-eye view of TV construction and operating costs in secondary markets. A small market station would entail a minimum investment of $125,000 and a maximum of $250,000. The bill for power and maintenance and replacements would run about $300 a week, he said.

Comparing TV to AM, he said personnel costs would be five to six times greater, power costs five to 10 times higher, replacement costs 10 to 20 times, and administrative costs about twice as much.

Don Hornsby

DON HORNSBY, 26, comedian and composer, died last Monday at Eastview, N. Y. Mr. Hornsby, who was a night club entertainer, had recently signed a five year contract with NBC-TV, and was to have gone on the air in the new Anchor-Hocking show the night he died. He was a guest star on the *Bob Hope Show* on NBC-TV Easter Sunday. Surviving are his wife and three children.

Radiorama

THIS group attending recent Public Relations Society meet at U. of Southern California includes (l to r): Worth Larkin, Los Angeles C. of C.; Ed McKenna, *Hopalong Cassidy* show's merchandising and promotion director; Burns W. Lee, Burns W. Lee Assoc.; Mark Finley, Don Lee Network; John West, West-Marquis Adv.

ATTENDING New York showing of film, "Worcester—Industrial Capital of New England," are (l to r): Herbert W. Maloney, of Maloney, Regan & Schmitt; George F. Booth, editor and publisher, Worcester *Telegram-Gazette*-WTAG, the film's sponsors, and Paul H. Raymer, Paul H. Raymer Co.

BEHIND the counter, Rudy Vallee (r), star of the *Rudy Vallee Show* now heard on WIP Philadelphia, inspects imported Dutch cheeses at the opening of the Holland Fair in Gimbel Brothers, Philadelphia. With the star are Benedict Gimbel Jr., president of WIP, and Mary Lou Ofer.

IDEA of the road-height of two 420-ft. towers of ABC outlet KUGN Eugene, Ore., is shown by the six-foot gentleman standing in front of the Portland Tower Sales & Erecting Co. transport. When unpacked and erected, the steel will provide needed facilities for KUGN's new 1 kw power on 590 kc.

DISCUSSING the theme song for *Pic-A-Hit*, new program on WCAU Philadelphia, are (l to r): Joe Connolly, WCAU program director; Hal Moore, m.c.; James Cox, BMI station relations; Jerry Wayne, author of song. The quartet has just completed plans for the program which gives listeners an opportunity to pick a potential hit song and name a specified number of days in which the song must make good. Show started in Saturday 3:30-4 p.m. slot but will move to Tuesday 10:30 p.m. effective May 30.

DINNER session highlighted the fifth annual Georgia Radio Institute held May 18-20 [BROADCASTING, May 22] **at the U. of Georgia's Henry W. Grady School of Journalism where Sig Mickelson, CBS public affairs director, delivered the main address. L to r: (seated) Edwin Mullinax, WLAG LaGrange, president of Georgia Assn. of Broadcasters; Mr. Mickelson; Dean John E. Drewry, head of the Grady school; Hon. Jack Wells, mayor of Athens, Ga.; (standing) Lewis Doster, WGAU Athens, institute chairman, and Ray Ringson, WRDW Augusta.**

WRIGLEY DRIVE

Buys 36 Half-Hours on CBS

WILLIAM WRIGLEY Jr. Co., Chicago, for its Spearmint gum, Thursday signed with H. Leslie Atlass, CBS Central Division vice president, to sponsor 36 half-hours on the AM network this summer. Six different shows were bought through Arthur Meyerhoff Agency, also Chicago, to fill time slots vacated by *Life With Luigi* and *The Gene Autry Show* this summer. Season ends June 13 and June 24, respectively. Other time periods were purchased through the week of Aug. 6.

Complete schedule of half-hour shows follows:

June 14, *Philip Marlowe*, 10 p.m.; June 15, *Johnny Dollar*, 10 p.m.; June 20, *Romance*, 9 p.m.; June 21, *Philip Marlowe*, 10 p.m.; June 22,, *Johnny Dollar*, 10 p.m.; June 27, *Romance*, 9 p.m.; June 28, *Philip Marlowe*, 10 p.m.; June 29, *Johnny Dollar*, 10 p.m.; July 1, *Pursuit*, 8 p.m.; July 3, *Broadway Is My Beat*, 8:30 p.m.; July 4, *Romance*, 9 p.m.; July 5, *Philip Marlowe*, 10 p.m.; July 6, *Johnny Dollar*, 10 p.m.; July 7, *Cloud Nine*, 8 p.m.; July 8, *Pursuit*, 8 p.m.; July 10, *Broadway Is My Beat*, 8:30 p.m.; July 11, *Romance*, 9 p.m.; July 12, *Philip Marlowe*, 10 p.m.; July 14, *Cloud Nine*, 8 p.m.; July 15, *Pursuit*, 8 p.m.; July 17, *Broadway Is My Beat*, 8:30 p.m.; July 18, *Romance*, 9 p.m.; July 19, *Philip Marlowe*, 10 p.m.; July 20, *Johnny Dollar*, 10 p.m.; July 21, *Cloud Nine*, 8 p.m.; July 22, *Pursuit*, 8 p.m.; July 24, *Broadway Is My Beat*, 8:30 p.m.; July 25, *Romance*, 9 p.m.; July 26, *Johnny Dollar*, 10 p.m.; July 28, *Philip Marlowe*, 8 p.m.; July 31, *Broadway Is My Beat*, 8:30 p.m.; Aug. 1, *Romance*, 9 p.m.; Aug. 3, *Johnny Dollar*, 10 p.m.; Aug. 4, *Philip Marlowe*, 8 p.m., and Aug. 8, *Romance*, 9 p.m.

Kellogg Elects Two

AT A MEETING last week of the board of directors of the Kellogg Co., Battle Creek, E. T. Swan and Ralph P. Olmstead were elected vice president in charge of sales and vice president in charge of advertising, respectively. Both Messrs. Swan and Olmstead are members of the board and will continue in their respective positions as sales manager and advertising manager. Mr. Swan also is president of the Kellogg Sales Co. and Mr. Olmstead is vice president.

MOTOROLA PLANS

To Triple '50 Ad Outlay

MOTOROLA Inc., will triple its advertising budget in 1950, according to Ellis L. Redden, director of advertising. He anticipated that national and local advertising expenditures this year will total $15 million.

The company's unit sales of television sets for the first quarter of the year was 340% of last year's figures for the same period.

Ruthrauff & Ryan Inc., New York and Chicago will handle radio and television program and is looking for a network TV show for Motorola [CLOSED CIRCUIT, May 1].

FCC Actions

SALE of KLEE-TV Houston from W. Albert Lee to "Houston Post" for $740,000 granted by FCC last week along with 10 other station transfers. Three AM station licenses were revoked. One new AM outlet, three FM stations authorized. Three AM stations, including WBAP Fort Worth and WFAA Dallas, given improved facilities. Details of these and other FCC actions may be found in FCC Roundup beginning on page 79 and Actions of the FCC beginning on page 72.

BBDO BILLINGS

Barton Sees $10 Million More This Year

SPENDING of at least an additional $10 million in radio and other advertising media this year by BBDO has been forecast by Bruce Barton, chairman of the board, in a talk before 300 industrialists and business executives at Ware, Mass. Mr. Barton unveiled the figures while pointing out that he did not anticipate much of an increase in general business.

Basing his speech on the radio theme, Mr. Barton said broadcasting today is the mightiest force in existence for spreading information and entertainment throughout the world.

"Second Largest Agency"

The advertising executive said his firm last year spent $40 million in radio advertising alone. Among many others, BBDO has program accounts of such radio greats as Jack Benny, Bob Hope, Alice Faye, *Cavalcade of America* and *Theatre Guild*. Mr. Barton noted that his firm is the second largest advertising agency in the U. S.

Looking at television, Mr. Barton said, "People ask me, 'will television kill radio? I ask them, did radio kill the newspaper? Nothing can kill either . . ." He continued, "AM radio will continue to grow to enormous proportions. Radio will always be 'first' in giving the news, and in providing entertainment. Television is still restricted, and will remain so for several years to come."

Dipping into radio lore, Mr. Barton cited Owen D. Young as being the prime mover in radio financing. It was he, according to Mr. Barton, who predicted in the early days of programming that "the President of the United States will press a switch in Washington and his voice will be heard in 20 million homes in the country."

WARE Ware, Mass., was host to Mr. Barton and the executives and also broadcast the address.

ZIV EXPANSION

Add 3 Sales Divisions

STEMMING from the expansion of the Frederic W. Ziv Co., New York, three new sales divisions and managers and 16 additional sales personnel have been appointed since the first of the year. According to a Ziv spokesman, present plans call for additional divisions and division managers to be named soon.

The following new divisions have already been set up: Atlanta, Tom Privette, manager; Dallas, Elmer Bieser, manager, and in Cleveland Sid Freeman, manager.

Sales appointments since the first of the year are: Walt Miller Detroit; C. Wylie Calder, Charleston; Carrol Gardner, Jacksonville; Henry Ungar, Youngstown; A. Frank Parton, also Youngstown; Lafe Pfeifer, Little Rock; Richard Danahy, Buffalo; Leo Knight, Lubbock; Everett Dungey, Syracuse; Charles Holloway, Indianapolis; Stan Levey, Chicago; William Rogers, Peoria; Norman Land, Harrisburg; Arnold Nygren, Boston; Eric A. Rehnwall, St. Paul-Minneapolis, and Harold Keown, Tulsa.

C&W Promotes Two

RUSSELL K. JONES, account executive, and Newman F. McEvoy, director of media of Cunningham & Walsh Inc., New York, last week were elected vice presidents of the agency. Both Messrs. Jones and McEvoy were with C&W's predecessor, Newell-Emmett Co., for over 20 years.

PHILCO CORP.

Top Appointments Made

PHILCO Corp. announced five new executive appointments last week as part of its advertising and sales expansion program to keep pace with increased TV and refrigeration products sales.

John F. Gilligan, veteran of 28 years service with Philco and its advertising manager since 1944, has been named vice president of advertising. Henry T. Paiste Jr., a 22-year man and director of quality control, TV and radio division, during the past year, becomes vice president in charge of service and quality.

Also upped in Philco ranks is Raymond B. George, who joined Philco in 1936, from sales promotion manager to a new post of vice president of merchandising in the television and radio division. Walter H. Eichelberger, with the firm 14 years and sales manager of the refrigeration division for six years, has been appointed to a vice presidency, and James M. Skinner, a veteran of 16 years service, is the new general sales manager of the division.

ADMEN'S PROGRAM

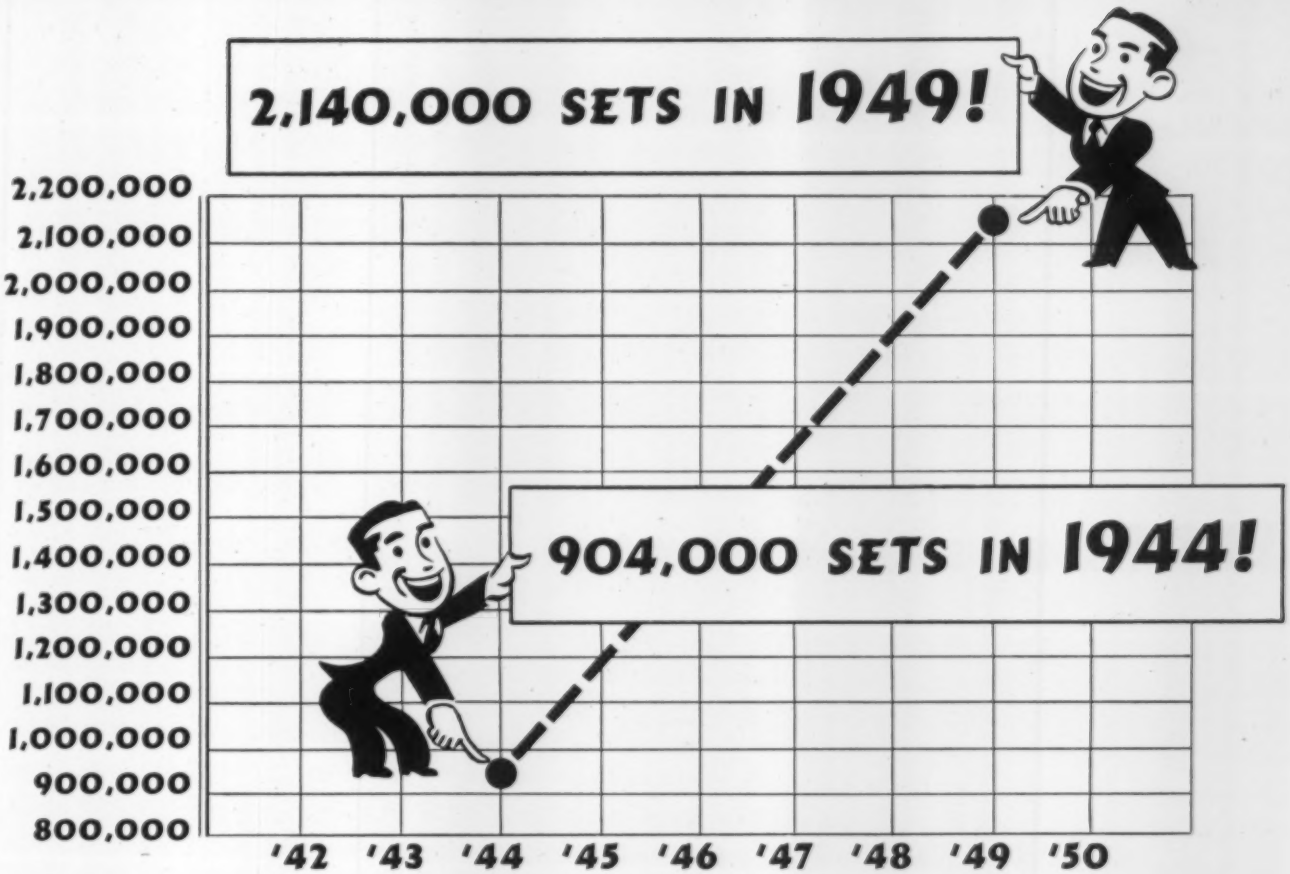
Honor ADS Members

THE ASSN. of Advertising Men will be hosts to outstanding members of Alpha Delta Sigma, honorary advertising fraternity, from 41 colleges throughout the U. S. from June 12 to June 16 in New York at a special "Inside Advertising" program.

Guests will visit an advertising agency, radio and television studios, a newspaper plant, direct mail house, and a magazine publisher. The week long program will be concluded with a dinner at the Advertising Club of New York. Guest speakers scheduled:

Don Francisco of J. W. Thompson Co; B. R. Canfield, national president of Alpha Delta Sigma; Elon Borton, Advertising Federaton of America, and Jack Tarcher, Jack Tarcher Adv. and founder of AAM.

136% INCREASE IN NUMBER OF RADIOS IN IOWA HOMES SINCE 1944



EVERYBODY knows that a family with *two* radio sets *listens more to radio* than a family with *one* set. And still more with *three* sets—Dad hears the evening news, Sister listens to a musical program, Mother tunes to a dramatic program, or the whole family listens to the same program—usually in different rooms.

Figures from the 1949 Iowa Radio Audience Survey✻ reveal that multiple-set ownership in Iowa homes has increased 136% since 1944. The *number* of sets has jumped from 904,000 in 1944 to 2,140,000!✻✻ In addition, there are now over 400,000 automobile and truck radios, as well as thousands of non-residential sets in offices, barns, stores and restaurants!

Thus despite a 14% rate increase since 1944, WHO is today one of the great radio bargains of the nation, because WHO is "listened-to-most" on more than *136% extra sets in 1949!*

Get all the facts about Iowa's extra listening and WHO's share of the bonus audience. Send for your copy of the Survey today!

✻ The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

✻✻ Iowa Radio Audience Survey figures applied to population estimates of Sales Management's Surveys of Buying Power.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Drawn for BROADCASTING by Sid Hix

"Well, it is a little confusing but I like to help everyone's rating!"

NAB SERVICES

Full Operation Continues Despite Loss of CBS

NAB last week recovered from the impact of the CBS resignation as William B. Ryan, new general manager, kept all services operating under a budget from which some $40,000 had been clipped by loss of the network's dues as well as those of its O&O stations.

The association was steeled for a second blow that failed to arrive—threatened withdrawal of ABC and its owned stations.

A few minor station resignations and additions—about par for the membership course—developed during the week but apparently were not connected in any way with the CBS withdrawal.

On the brighter side of the association's picture was a vote of confidence from Joseph H. McConnell, NBC president, who reiterated NBC's determination to remain within NAB.

During a tour of West Coast stations, Mr. McConnell told BROADCASTING he believed major networks should stay in NAB even though they duplicate some of the association's services.

Cites Need for NAB

"NBC recognizes NAB as vital to the health of the radio industry," he said, "since the health of the industry is vital to NBC. The CBS withdrawal will hurt NAB financially but have no effect on association activities or services to members," he said.

Supporting NAB also was Harold Essex, WSJS Winston-Salem, N. C., newly elected NAB District 4 director, who said radio's honeymoon is over and called for a "united front" in the industry.

Mr. Ryan told BROADCASTING NAB "definitely expects to operate all of its services" despite loss of the CBS income. "NAB must be carefully managed, just as a radio station or any other business," he said. "I'm responsible for income and expenditures. NAB will operate with the utmost economy in line with the results we plan to accomplish. No recommendation has been made to curtail any essential service."

The resignation of CBS is not "a major threat" to NAB, he said.

One "unfortunate" side of the network's withdrawal, he declared, is loss of Harold E. Fellows, WEEI Boston, as an NAB board member because WEEI is a CBS O&O outlet.

"Removal of Mr. Fellows from the board takes away one of its best members," Mr. Ryan said. "He has operated constructively and successfully for the entire industry and enjoyed the complete confidence of other board members. He will be missed especially for his knowledge of NAB's operating details through membership on the board finance committee."

Existing Vacancies

Two vacancies now exist on the board and will be filled at the directors' June 20-22 meeting in Washington. Mr. Ryan had been elected as a director-at-large for large stations and Mr. Fellows has represented District 1 (New England).

NAB's new membership operation went into action last week as B. Walter Huffington, new field director under Mr. Ryan, attended the Thursday-Friday meeting of the Virginia Assn. of Broadcasters (see story, page 20). He did his first membership work in familiar territory, having formerly been general manager of WSAP Portsmouth, Va.

NAB last week received commendation from many stations for its new promotion drive on behalf of the radio medium and the free-enterprise system [BROADCASTING, May 22]. The drive is built around a series of suggested 20-second announcements for use by stations. New series will be sent out from time to time, according to Robert K. Richards, public affairs director in charge of the drive.

WMAR-FM QUITS

WAAM (TV) Also Drops FM

OPERATION of WMAR-FM Baltimore, Transit Radio outlet, is to be discontinued June 6, FCC was informed last week by A. S. Abell Co., licensee of the station and publisher of the Baltimore *Sunpapers*. The firm said it was relinquishing the Class B FM outlet on Channel 250 (97.9 mc) to concentrate on television and its WMAR-TV there.

Meanwhile, Radio-Television of Baltimore Inc., operator of WAAM (TV) Baltimore, also informed the Commission it has decided not to keep the new Class B FM permit assigned by the Commission in mid-April [BROADCASTING, April 24]. Radio-Television said that after receiving the grant, one of several FM assignments made to Baltimore, its board of directors voted to forego FM in favor of concentrating attention on television.

In a letter to the Commission, A. S. Abell Co. explained WMAR-FM has been operated at a "substantial" loss for the past 18 months and ratings show less than 1% of Baltimore's evening audience is tuned to FM. It was pointed out that with 170,000 TV sets now in that area some 50% of the evening audience is devoted to television. WMAR-FM is to be discontinued June 6, FCC was informed.

The *Sunpapers* gave up its AM station, WMAR Baltimore, in December 1948 on similar grounds to devote attention to TV [BROADCASTING, Nov. 29, Dec. 13, 1948]. WMAR was 1 kw fulltime on 850 kc.

Transit Plans

R. C. Crisler, president of Transit Radio Inc., last week said relinquishment of WMAR-FM's license does not necessarily mean the absence of transit radio in Baltimore. He said, "TV has consistently occupied the predominant interest of the station, and WMAR-FM has only experimented with transit radio." Mr. Crisler explained a "token number" of 60 vehicles were equipped with radios.

"We have continually emphasized that a small proportion of coverage in any market renders the market relatively unsaleable," Mr. Crisler said, "particularly to national advertisers. Television expenses apparently made additional expenditures for receiving equipment inadvisable to the management of WMAR (FM), and no reasonable basis existed for maintaining the experimental installations.

Mr. Crisler indicated plans are underway by a new group, which may include Transit Radio Inc. personnel, to "not only carry on but to expand the Baltimore operation to around 400 vehicles and be functioning commercially by early fall."

The Transit Radio executive said gross sales in greater Cincinnati, with 502 vehicles equipped, reached a new peak in May of better than $14,000.

Upcoming

June 9: West Virginia Assn. of AP Broadcasters, Vandenberg Room, U.S. Capitol, Washington.
June 12-13: Radio Farm Directors, Administration Bldg., Washington.
June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.
June 19: NAB Board indoctrination, NAB Hdqrs., Washington.
June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.
June 22: Eighth annual Stanford-NBC Radio-Television Institute opens, Stanford U., Palo Alto, Calif.
June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.
June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.
June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.
June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.
Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting, Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.
Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.
Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

WOWO PETITIONS

Seeks Final Decision

PETITION for final decision in FCC's proposed grant of a power boost to WOWO Fort Wayne, Ind., from 10 kw to 50 kw on 1190 kc, directional night, was filed with the Commission last week by Westinghouse Radio Stations Inc., licensee.

In the proposed ruling the Commission had indicated it would not issue a final decision until it completed studying Westinghouse's qualifications in light of its involvement in anti-trust litigation and FCC's own proceeding for establishment of a uniform policy in licensing of such applicants [BROADCASTING, April 3].

The WOWO petition contended this delay was unnecessary and irrelevant to a "determination of the willingness and ability of Westinghouse Radio," a subsidiary firm not party to the anti-trust litigation, "to operate its stations in the future, as it has for the past 30 years, in conformity with law and the Commission's regulations and in the public interest."

Westinghouse stated it had participated in the Commission's "uniform policy" argument and held that FCC did have authority to consider Federal violations in granting licenses but this only could be done on a case-to-case basis because of the many complex, variable factors possible [BROADCASTING, May 1].

S.F. Stations Join

FIVE San Francisco bay area stations have banded together under name of San Francisco Bay Area Spot Broadcasters, to sell their facilities as a package to advertisers. Heading group is Charles E. Morin, general manager of KVSM San Mateo. Other stations include KTIM San Rafael; KSAN San Francisco; KRE Berkeley; KXRX San Jose. Business offices are at 420 Market St., San Francisco.

Our Hat's Off To . . .

CKRC

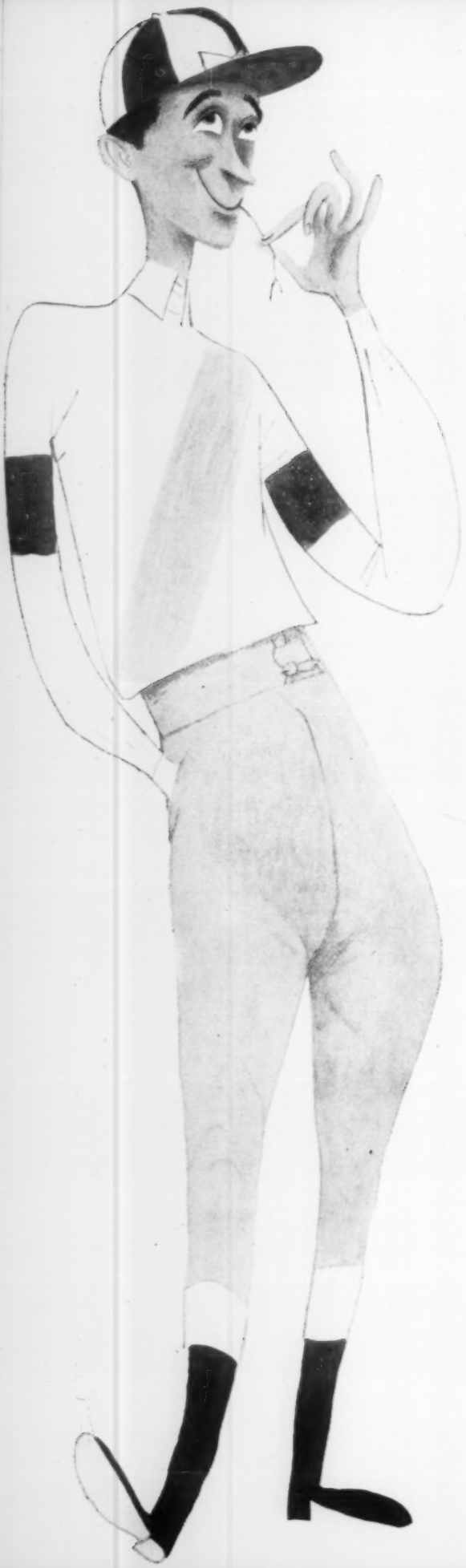
and the other Winnipeg stations for the great courage building, morale sustaining job they have done during the flood.

Displaying the same spirit that once brought civilization to the wilderness and today is making Canada one of the great nations of the world, these men of Winnipeg kept their broadcasting stations on the air twenty-four hours a day during the entire flood period and served to bring information, comfort and cheer to the people of the stricken city. This heroic task was accomplished under the greatest of difficulties. Waters were fought off from flooding transmitter sites, and when they raged out of control and overran the buildings, new transmitters were brought in from other cities and installed on top of office buildings. Crews worked in eight hour shifts at the broadcasting stations and then spent most of the other sixteen hours fighting the flood, salvaging their own homes, belongings and families and aiding in bringing safety and comfort to others before returning hungry, sleepy and well nigh exhausted to their jobs.

Yes, our hat's off to you, Bill Speers, and all the gallant crew at CKRC. We're proud to serve you.

Weed
and Company

new york • boston • chicago • detroit
atlanta • hollywood • san francisco



It's no news to u

*Re

XUM

0 us . . .

KMOX IS THE SIX-TO-ONE WINNER!

Year after year, in every listening study made, KMOX wins in a walk. And 1950 is no different. The first Pulse of St. Louis proved it. The second confirms it.*

Of the 504 quarter-hours all week long, KMOX wins first place in 418...*585% more wins than any other station!**

Of the total 240 weekday daytime quarter-hours, *KMOX wins first place in 200!*†

Of the top 10 locally-produced daytime programs, *9 are on KMOX!*†

It's no news to us—but it's new and further proof for advertisers—that KMOX always wins easily in St. Louis. That's one good reason why KMOX is the greatest selling force in Mid-America today.

"The Voice of St. Louis" **KMOX**

Columbia Owned • 50,000 watts • Clear Channel

*Report No. 1, Jan.-Feb. 1950; Report No. 2, Mar.-Apr. 1950 *6:00 AM to 12:00 Mid., Sunday thru Saturday †6:00 AM to 6:00 PM, Monday thru Friday

Operating Costs

(Continued from page 20)

continued to rise is not as gloomy as it sounds," Mr. Doherty said. Particularly significant is the fact that the preliminary South Atlantic Survey indicates that the year 1949 showed the smallest percentage increase in operating cost ratios that has occurred since 1945. Apparently broadcasters have been doing an increasingly better job of cost control than ever before and have been stemming the tide of rising costs.

"We are convinced that the NAB cost studies have contributed substantially to this trend for better cost control. Hundreds of broadcasters have reported widespread use of last year's cost yardsticks, toward the end that they have found ways of reducing certain uneconomic expenses.

"However, the task of maintaining top levels of efficiency is a continuing one. Toward the end that the radio industry may effectively control the trend toward rising costs, the NAB's Second Annual Cost Study will be available during the next few months. With approximately 1,000 questionnaires already turned in, this year's cost study will afford the most practical and comprehensive operating cost guides that the industry has ever possessed."

Regional Studies

Last year Mr. Doherty took complete regional cost studies to the NAB district meetings. Similar analyses are now in preparation with itemized breakdowns for all classes of stations by areas and income levels.

Mr. Doherty predicted, in a question-answer session, TV would not unduly disrupt existing media though he anticipates basic changes in NAB programming and values. He said radio business should be better for the first six months of this year than the same period of 1949 largely because general business is improved. Big business has its fingers crossed as to 1951, he noted, adding that radio's remarkable record of business failures may not stand in the months ahead.

WKAT HONORED

Ecuador Earthquake Aid Cited

CITATION honoring WKAT Miami Beach and Col. A. Frank Katzentine, owner-operator, for efforts in relief to the peoples of Ecuador following the 1949 earthquake, was presented May 21 at the WKAT studios.

Authorized by the Congress of Ecuador, the citation was awarded by Dr. Carlos Puig, consul general, in behalf of President Lazo Plaza. Bob Lido, WKAT's Spanish commentator, also received a scroll and citation for meritorious service.

WU REFUNDS

Liberty Seeks $17,972

THE FIRST of what may be a series of claims for refunds of "unlawful" charges collected by Western Union for its play-by-play sports service was filed last week by Liberty Broadcasting System, seeking the return of $17,972 plus interest [CLOSED CIRCUIT, May 22].

The complaint, filed with FCC, came on the heels of FCC's final decision outlawing the special $2-per-game fee which WU has been levying upon subscribers for each station t which they furnish such reports. FCC authorities said it was the first complaint of its kind they have been called upon to handle.

It was considered likely that other baseball networks would follow suit, now that the $2 extra charge—as well as a $1 additional charge for after-the-game summaries—has been adjudged "unreasonable" and "discriminatory."

Although they made no announcement of their plans, WIND Chicago and its Midwest Baseball Network, and KFBC Cheyenne and a network of some 18 stations to which it feeds reports were thought to be sure to file claims. WIND and KFBC waged the fight against the charges in the FCC proceeding through their Washington counsel, Thomas N. Dowd of Pierson & Ball.

Liberty Broadcasting System's complaint, filed by Marcus Cohn and Bernard Koteen of the Washington law firm of Cohn & Marks, sought rebates primarily for "unlawful" fees paid for baseball service, but also included some involving football and basketball reports.

Quotes FCC

The complaint pointed out that FCC, when it called the investigation in April 1949, refused to suspend the questioned charges. At that time, it was noted, FCC said subscribers who are affected would "have adequate opportunity to seek a refund . . . of any charges which they may pay . . . in excess of the charges found to be lawful by the Commission after investigation and hearing."

The claim covered the period from the opening of the baseball season in April 1949 to the end of April 1950.

The number of stations to which Liberty furnished the reports in 1949 ranged as high as 54 per game, and was consistently 31 per game this year. During the football-basketball seasons the average was 10-12 per game.

Liberty, headed by Gordon B. McLendon with headquarters in Dallas, asked FCC to order WU to refund, in addition to the $17,972, "interest at the rate of 6% per annum on such unlawful charges from the respective dates on which they occurred."

WU spokesmen meanwhile said they had not definitely decided upon their next step. FCC's order instructed the firm to amend its tariffs to eliminate the "unlawful discrimination and charges."

Your Own Summer "Pops" Concerts!

★ *Ballet Themes* ★ *Symphonic Novelties*
★ *Standard Melodies*
★ *Concert Dances* ★ *Symphony Excerpts*
★ *Opera Overtures and Intermezzos*

The best in Light Concert Selections.

Music that builds Radio Audiences!
Sparks Summer Sales!

Up "pops" plenty of profit
with
Programs based on the *music of lasting value*
in
The Sponsor-Selling **SESAC Transcribed Library**

Hundreds of additional American Folk—Band—Concert—Hawaiian—Novelties—Religious—South American and Spanish renditions included in the ***3700 musical selections*** *contained in the complete SESAC Transcribed Library—* ***ALL FOR AS LITTLE AS $40 A MONTH!*** *(Based on your advertising rate card)*

SESAC INC., 475 Fifth Avenue, New York 17, N.Y.

* The FASTEST GROWING new advertising medium in America . . .

* transit radio

The medium that delivers your radio message at lowest cost to the audience on buses and street cars—consumers on their way to points of purchase—as well as the FM home audience

we'd like to have you aboard!

- **New advertisers**—happy ones—an 80% increase since January in the number of national advertisers!
- **New markets**—Minneapolis-St. Paul and Trenton, N. J. are the latest. **Many** more are on the way. (See below for current list.)
- **New Results.** Want full details on the amazing sales results transit radio continues to deliver? Then phone, wire or write.

And in **Evansville,** Ind., remember that transit radio is

WGBF's FM STATION

WMLL

ON THE AIR, INC. • 519 VINE ST. • EVANSVILLE, IND.

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS

Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ (and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS (and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Trenton, N.J. WTOA
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

TRANSIT RADIO, INC., NATIONAL REPRESENTATIVES

250 PARK AVE., NEW YORK, N.Y.—MU. H. 8-3780 • 35 E. WACKER DR., CHICAGO, ILLINOIS—FINANCIAL 6-4281 • UNION TRUST BLDG., CINCINNATI, OHIO—DUNBAR 7775

Business Census

(Continued from page 24)

Trade group and kind of business	Sales and receipts, entire year 1948 (thous. dol.)	1939* (thous. dol.)	Paid employees, workweek ended nearest Nov. 15 [1] 1948 (number)	1939* (number)
Furriers, fur shops	218,787	94,133	14,912	13,402
All other apparel stores	274,243	49,884	15,783	7,526
Furniture, furnishings, appliance group	6,914,247	1,733,257	374,812	220,950
Furniture stores	3,425,325	973,157	163,116	108,246
Floor covering, drapery stores	503,283	74,461	29,882	8,541
Other home furnishing stores	438,504	152,266	49,328	28,562
Household appliance stores	2,160,006	484,698	118,028	69,818
Radio stores	387,129	48,675	14,458	5,783
Automotive group	20,118,052	5,548,687	634,654	400,166
Motor vehicle (new and used) dealers	15,571,790	4,810,245	519,466	324,688
Motor vehicle (used) dealers	2,432,834	193,790	32,065	13,744
Tire, battery, accessory dealers	1,361,226	523,685	73,336	59,800
Motorcycle, aircraft, boat dealers Other automotive dealers	352,202	20,967	9,787	1,934
Gasoline service stations	6,492,586	2,822,495	287,896	246,600
Lumber, building, hardware group	11,142,304	2,734,914	479,888	257,641
Lumber yards, building materials dlrs.	5,132,248	1,478,459	216,607	138,957
Plumbing, paint, electrical stores	1,150,020	282,746	75,708	35,766
Hardware stores	2,497,296	629,276	113,063	57,998
Farm equipment dealers	2,362,740	344,433	74,510	24,920
Drug and proprietary stores	4,011,523	1,562,502	282,390	192,296
Liquor stores	2,585,978	586,351	52,613	27,065
Secondhand stores	303,636	138,007	20,787	24,132
Other retail stores	10,395,854	3,496,437	476,988	362,444
Fuel, fuel oil, ice dealers	2,421,860	1,013,542	107,026	111,884
Feed, farm, garden supply stores	3,146,361	779,289	72,220	49,472
Jewelry stores	1,233,191	361,595	69,145	37,609
Book, stationery stores	534,885	192,026	47,940	28,295
Sporting goods stores, bicycle stores	344,949	63,751	14,274	6,144
Florists	377,031	148,741	32,553	22,561
Cigar stores, cigar stands	535,016	207,781	16,498	14,449
News dealers, newsstands	216,457	72,427	16,049	11,725
Gift, novelty, souvenir stores	199,286	53,568	13,981	6,438
Music stores	337,987	65,127	19,090	8,566
Luggage, leather goods stores	69,040	19,345	3,759	2,012
Optical goods stores		Included with "All other retail stores."		
Camera, photographic supply stores	201,681	32,343	9,561	3,300
Office, store machine and equip. dlrs.		Included with "All other retail stores."		
All other retail stores	778,110	370,029	54,892	59,989
WHOLESALE TRADE, total	185,279,986	54,888,480	2,340,093	1,605,481
Merchant wholesalers, total	79,363,838	21,742,474	1,495,566	940,092
Groceries, confectionery, meats	11,220,756	3,940,781	180,799	153,704
Groceries (general line)	5,634,828	2,185,736	91,382	76,616
Confectionery	373,167	132,682	9,467	7,075
Fish, sea foods	391,574	131,248	11,242	9,022
Meats and meat products	2,025,783	519,593	26,250	18,771
Other grocery, food specialties	2,795,404	971,522	42,458	42,220
Farm products, editble	7,602,217	2,110,766	156,523	94,212
Dairy, poultry products	4,388,899	967,914	104,464	52,342
Fruits, vegetables (fresh)	3,213,318	1,142,852	52,059	41,870
Beer, wines, distilled spirits	4,027,009	1,249,164	62,631	46,211
Beer, ale	1,541,463	502,111	34,201	23,359
Wines, distilled spirits	2,485,546	747,053	28,430	22,852
Drugs, chemicals, allied products	2,309,496	801,813	55,737	40,226
Drugs (general line)	812,309	363,621	21,125	16,811
Drugs, drug sundries (specialty lines)	585,758	157,190	15,456	11,452
Industrial chemicals, explosives	685,194	200,719	10,478	5,954
Paints and varnishes	226,235	80,283	8,678	6,008
Tobacco and products (except leaf)	2,493,473	1,106,215	25,825	18,783
Dry goods, apparel	5,749,772	1,886,952	78,499	68,986
Clothing, furnishings, footwear	1,584,344	700,501	30,415	27,109
Dry goods (general line)	414,993	206,983	8,251	11,277
Dry goods specialties, piece goods, notions	2,008,202	572,153	27,882	30,500
Piece goods converters	1,742,233	409,315	11,951	[3]
Furniture, home furnishings	1,304,642	373,464	31,920	18,817
Furniture (household, office)	380,578	61,188	11,560	3,791
Home furnishings	924,064	312,276	20,360	15,026
Paper and its products	1,904,976	574,973	49,198	31,912
Wrapping paper, twine	301,596	n.c.	8,225	n.c.
Fine paper	459,593	n.c.	9,112	n.c.
Stationery, office supplies	182,367	n.c.	10,302	n.c.
Wallpaper	31,440	n.c.	1,732	n.c.
Other paper products	929,980	n.c.	19,827	n.c.
Farm products—raw materials	6,769,746	1,628,706	24,409	27,712
Automotive	4,096,583	260,029	135,572	58,871
Automobiles, other motor vehicles	1,423,393	n.c.	23,654	n.c.
Automotive equipment, tires and tubes	2,683,190	n.c.	111,918	n.c.
Electrical goods	4,376,948	788,024	89,400	38,592
General-line, apparatus, supplies	2,378,131	451,329	49,226	21,611
Electrical appliances and specialties	1,998,817	336,695	40,174	17,581
Hardware, plumbing, heating	3,813,664	971,975	102,161	62,715
Hardware	2,012,260	592,000	58,600	40,186
Plumbing, heating equipment, supplies	1,801,404	379,975	43,561	22,535
Lumber, construction materials	3,918,467	804,392	86,385	37,420
Lumber, millwork	2,790,562	487,610	47,467	18,188
Other construction materials	1,127,905	316,782	38,918	19,232
Machinery, equipment and supplies	6,718,282	1,440,371	187,665	89,779
Comercial machines and equipment	859,750	136,822	32,026	11,299
Construction machinery, equipment	786,317	96,556	17,797	5,059
Farm-dairy machinery, equipment	535,679	59,395	9,308	2,866
Industrial machinery, equip. supplies	2,966,554	640,936	71,739	33,137
Professional equipment, supplies	555,335	172,855	28,118	17,972
Service establishment equip., supplies	762,355	268,725	22,779	16,882
Transportation (except automotive) equipment, supplies	252,292	65,082	5,898	2,564
Metals, metalwork (except scrap)	2,059,608	515,975	33,487	17,226
Iron, steel and products	1,549,601	304,440	28,292	14,607
Nonferrous metals, metalwork	510,007	211,535	5,195	2,619
Waste materials	2,711,416	656,000	59,773	46,423
Iron, steel scrap	1,687,727	334,136	27,601	17,802
Other scrap, waste material	1,023,689	321,864	32,172	28,621
Other merchant wholesalers	8,286,783	2,630,874	135,582	88,501
Amusement, sporting goods	553,469	124,479	15,739	8,038
Books, periodicals, newspapers	458,958	168,572	22,418	12,635
Coal, coke	2,043,074	512,835	10,823	9,702
Farm supplies	1,229,636	333,844	20,043	14,431
Jewelry	796,689	234,054	16,426	10,178
Petroleum and products	770,521	196,734	8,860	6,799
Merchant wholesalers, n.e.c.	2,434,436	1,060,356	41,273	26,734
Manufacturers' sales branches (with stock) Manufacturers' sales offices (without stocks)	50,610,038	15,048,967	478,639	323,716
Petroleum bulk stations, terminals	10,554,410	3,807,908	109,863	99,956
Agents, brokers	33,998,742	11,200,560	99,245	87,016
Assemblers (mainly farm products)	10,752,958	3,088,571	156,780	154,701
SELECTED SERVICE TRADES, total	8,567,394	2,973,581	1,326,672	936,271
Personal services	4,426,880	†	846,284	†
Business services	1,643,717	†	234,698	†
Automotive repairs and services	1,553,316	†	151,864	†
Other repair services	943,481	†	93,826	†
HOTELS	2,072,689	863,155	377,124	330,216
TOURIST COURTS AND CAMPS	197,643	36,722	17,286	6,938
AMUSEMENTS	2,208,147	998,079	331,625	223,687

* 1939 Wholesale and Service data adjusted to scope of 1948 Census.
† Not available.
n.c. No comparable 1939 data.
[1] Includes employees paid for less than the full workweek.
[2] Data for "Caterers" included with "Eating places" in 1948 and with "Bakery products stores" for 1939.
[3] Included in "Dry goods specialties, piece goods, notions."

KCMC
ABC
1230 Kc
TEXARKANA
KCMC-FM
98.1 Mcs. • 40,000 W.

Texarkana is a major distributing point to 359,000 people in N.E. Texas, S.W. Arkansas, S.E. Okla. and N.W. Louisiana. KCMC has more listeners (day and night) in Texarkana than all other stations combined. (Conlan)

1950 MARKET DATA

City Population	52,000
Greater Retail Market	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	56,904,000
No. of Retail Stores	2,302

Frank O. Myers, Mgr.
Rep: The Taylor Co., Inc.

HOOVER PLANS

Miller Charges Distortion

DISTORTION of Hoover Commission plans by President Truman in presenting the recommendations to Congress was charged Wednesday by NAB President Justin Miller in resigning from the Citizens Committee for the Hoover Report.

In his letter to Dr. Robert L. Johnson, committee chairman, Judge Miller pointed out that the NAB board had voted unanimously in April that NAB should oppose Plan 11 which would have vested added powers in the FCC chairman. Plan 11 was rejected by the Senate [BROADCASTING, May 22].

Judge Miller notified Senators Edwin C. Johnson (D-Col.), chairman, and Ernest W. McFarland (D-Ariz.), of the Interstate Commerce Committee, and John L. McClellan (D-Ark.), chairman of the Committee on Executive Expenditures. In his letter of resignation Judge Miller said he had hoped the Citizens Committee itself would oppose some of the plans on the ground they attempt to accomplish the opposite of purposes intended by the Hoover Committee.

Remote Pickups

FCC's rule relating to the use of remote pickup stations in areas outside the U. S. was amended last week to include the Virgin Islands, since station grants have been made there. Sec. 4.431 (d) of the Commission's regulations pertains to remote pickups.

WTAM has a larger audience than the next two Cleveland stations combined

Before your next advertising schedule is placed in Cleveland you'll want to consider these important facts:

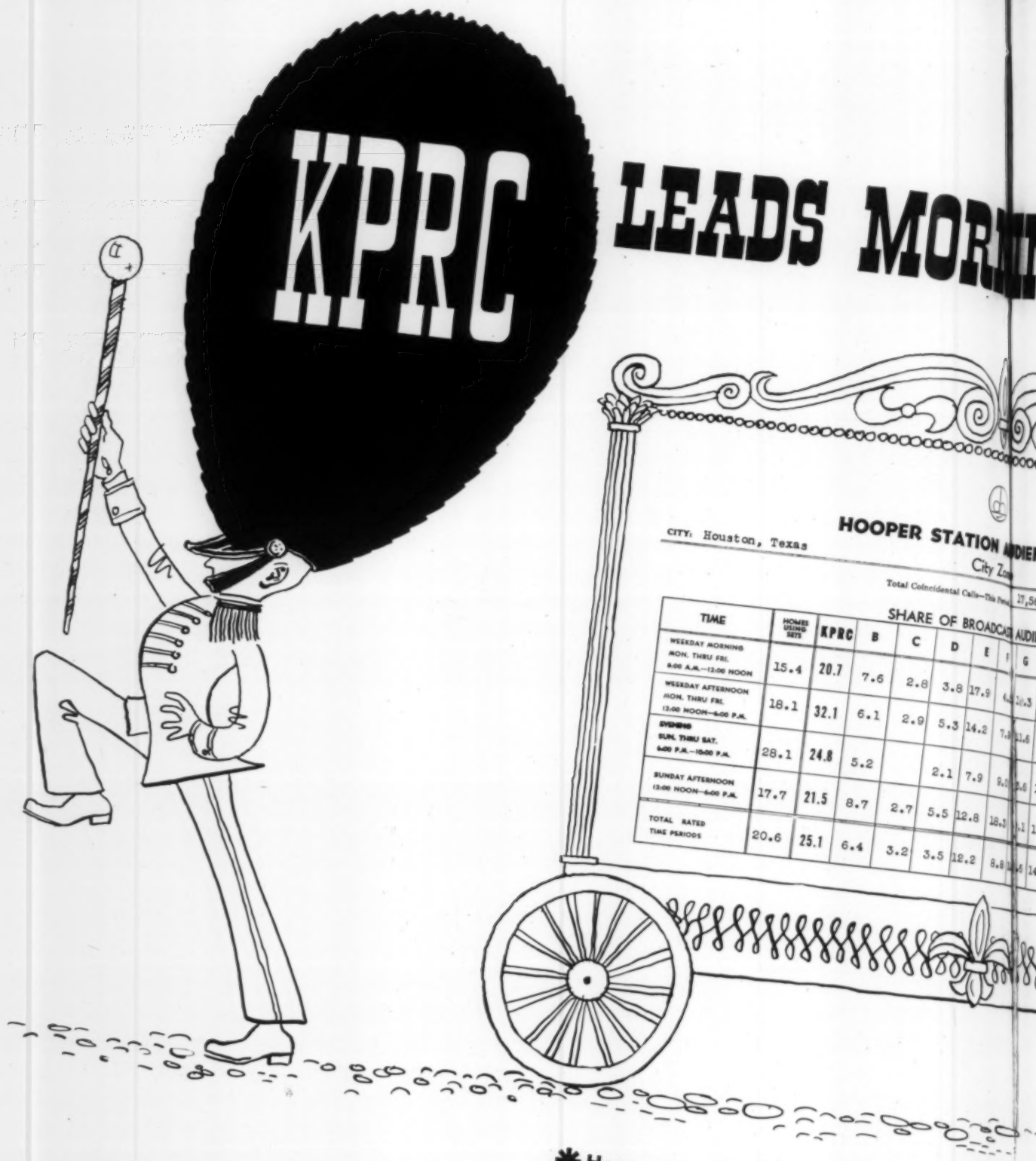
1. WTAM's total audience is larger than the next *two* Cleveland stations *combined.* (BMB)
2. WTAM's *daily* audience (6-7 days per week) is over twice as large as the next best station. (BMB)
3. WTAM is the *only* station in Northern Ohio that delivers regular audiences in *four major cities*... Cleveland, Akron, Canton and Youngstown. (BMB and Hooper)
4. WTAM penetrates over twice as many cities as the next best station; WTAM penetrates 48 cities; the next station—22 cities. (BMB)
5. WTAM's primary area (50% and over, BMB) is larger than the next station's *total* area.

After you've considered these facts, chances are you will agree that your schedule belongs on WTAM, Northern Ohio's *Dominant* Station.

For further information and intelligent assistance in planning *your* schedule in Northern Ohio, write, wire or phone WTAM, NBC Building, Cleveland, or your near-by NBC Spot Salesman.

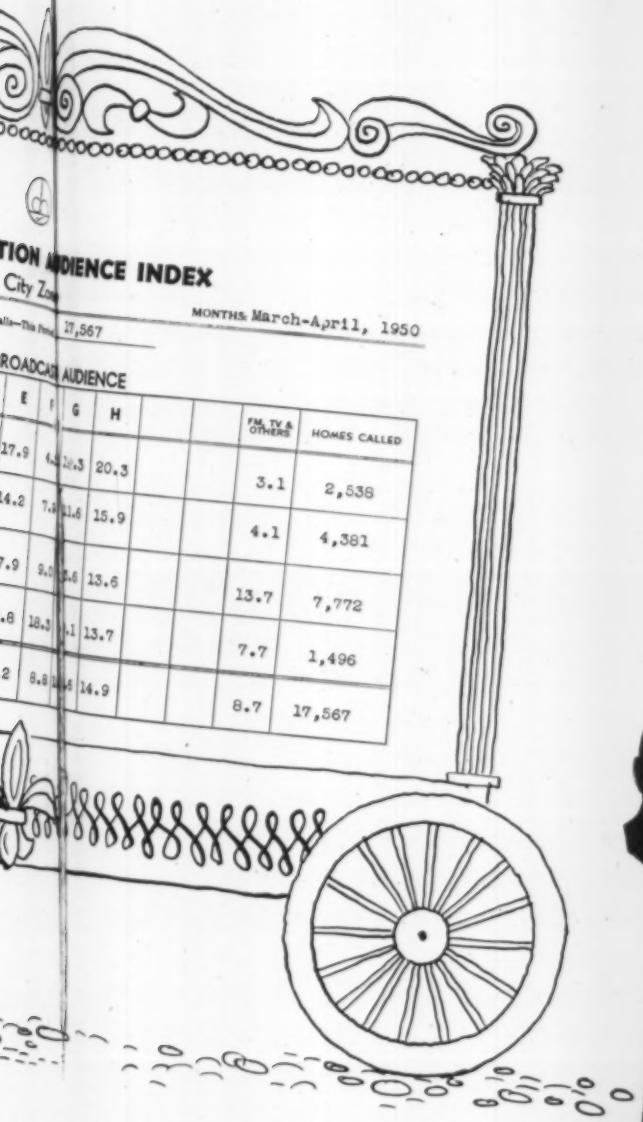
WTAM NBC
CLEVELAND
Represented Nationally by NBC Spot Sales

NORTHERN OHIO'S DOMINANT STATION



***Hooper ratings, March-April, 1950**

RNG, AFTERNOON AND NIGHT*



FIRST STATION IN HOUSTON . . . NOW IN ITS 25th YEAR

•

It pays to use Houston's Number One Station to reach Houston's ¾ million population and Texas' famous Gold Coast.

Our representative will give you the full facts about Houston's Number One Station.

•

TO SELL HOUSTON AND TEXAS' FAMOUS GOLD COAST BUY KPRC

FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS
NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

Editorial

$ for $ Research

OUT WEST, where they still view with a jaundiced eye the techniques and foibles of the "city slicker" East, they're experimenting with a *new* method of radio research. Instead of dealing in ratings, recall, coincidentals or mechanicals—they're dealing in dollars.

It's as simple as that. And it may prove an eye-opener, not only for radio, but for all types of retail advertising.

The Advertising Research Bureau Inc. (ARBI) is now conducting pilot studies in Washington, Oregon and Montana [BROADCASTING, May 1]. Several tests have been completed, and others are in progress. Each test measures comparison of traffic in a retail establishment resulting from radio and newspaper advertising; the percentage of that traffic which buys merchandise; and how much merchandise is bought by each type of customer. Reports on complete results will be published in the near future.

The measurements are made at point of purchase. The answer is depicted by the number of dollars of merchandise sold for each dollar spent in each medium. In certain of the pilot tests radio has produced results as high as $7.90 for its dollar, with the average, $4 to $1. In one case a station ran second to the newspaper by a fraction—enough to prove the integrity of ARBI, according to its entrepreneurs.

This *new* standard of comparison goes back to fundamentals—dollar for dollar. It's perhaps too early to appraise the overall effectiveness of the method. But it sounds sort of earthy to us. After all, why deal in abstract rantings about ratings, when dollars are still the coin of our realm?

Calling Mr. Spelvin of 1776!

IN AN EMERGENCY (at any given time) IT WOULD REQUIRE ONLY THREE PERSONS (subversives)—

one engineer in master control at a radio network,

one director in a radio studio,

one voice before a microphone—

TO REACH 90 MILLION AMERICAN PEOPLE, WITH A MESSAGE!

Those are not the words of this journal. They are the words of someone whose identity is unknown to us. They were typewritten on the fly-leaf of a sheaf of photostated newspaper clips and letters sent by registered mail to the editor. The return address read:

"FROM: George Spelvin
1776 Broadway, N. Y."

"George Spelvin" is Westbrook Pegler's average American. The "1776" connotation is as patriotically obvious.

The documentation is carefully done. Three individuals are named—all officials of labor unions in radio. We do not reprint them because of the libel statutes.

This anonymous individual makes his case well. A newspaper headline reads:

Reds Colonizing in TV and Radio

Another:

Accused Red Is Aid To Radio Guild Here

All sort of frightening?

We think so. Else we would heave the batch into File X. We are pursuing this. We ask "Mr. Spelvin" to send us more. Or better yet, to make his identity known to our editors here or in New York.

There can be no doubt that there is Communistic infiltration of radio. Why should they overlook that most direct and potent means of reaching the public? "Mr. Spelvin" probably communicated with us because of our past editorial thrusts against Reds in radio.

The networks, we are confident, are aware of their great responsibilities. They clear the programs. They pass the script and the talent. They hire the directors and the engineers.

One has but to read the headlines to get the answer.

Not The NAB; But An NAB

LIKE DEATH and taxes, the inevitable again has been visited upon the NAB. It is at the familiar crossroads. Resignation of CBS and the probability of other withdrawals would appear to augur a change of organization, if not command.

There is little doubt about the ground for dissatisfaction. NAB has not performed in optimum fashion. Few trade associations do.

But even admitting that NAB is not up to par in the trade association field, we regret the action of the networks at this juncture. If any substantial number of affiliates follow their lead, it could spell the demise of the NAB, already engaged in what veers dangerously close to deficit spending.

Almost everybody recognizes the need for a trade association. There's nothing in the NAB structure that a reorganization can't cure. The NAB board as a necessary first step revised the organization a few months ago to provide for a general manager. William B. Ryan, that new general manager, has scarcely had a chance to learn his way around the headquarters operation.

We were hopeful that the networks would retain membership until Bill Ryan had been given the chance to reorient the NAB. That unfortunately isn't the case.

Where does the NAB stand today? It is still a going concern. The framework is there. If the radio body-politic isn't satisfied with the administration (and certainly the CBS action must be construed as a vote of no confidence), then the administration can and should be changed. It is far easier to revise an existing organization than to scuttle it and start from scratch. There would be an outcropping of several rump organizations, perhaps none qualified to perform the essential task. To start anew would be an insuperable job and result in a shameful waste of time, money and energy. There would be loss of prestige and standing.

The issue is no longer one of unwavering support of the NAB as presently constituted. Harold Essex, WSJS Winston-Salem, new district director, told state association meetings in North Carolina and Virginia last week that, as he sees it, the question is not to retain *the* NAB but to retain *an* NAB.

If the answer is in full scale reorganization, with a pay-as-you-go structure, then the board should be prepared to set up the machinery at its meeting next month in Washington. If further personnel changes are indicated, the board should so set its sights. Prior to the meeting, the board might well solicit from the networks and others out of sympathy with the present order bills of particulars on precisely what they regard as necessary reorganization steps.

The issue is bigger than any single entity or group. The answer is not in wholesale resignations but in wholesome reorganization—wherever it might strike.

Our Respects To—

WILLIAM ROBERT McANDREW

WILLIAM (Bill) McANDREW today is writing headlines for what may be the "big story" in his ever progressing career—management of NBC's Washington operations, WRC-AM-FM and WNBW (TV).

General Manager McAndrew was picked for his job because he has seldom tackled a tough problem without finding some way of licking it. When he took the reins at NBC Washington last year, Mr. McAndrew had a few problems to lick—and he faced them with the same two-fisted approach that won him a name as a radio newsman.

WNBW's heavy schedule of color TV transmissions and the realignment early this year of NBC Washington operations—splitting radio-TV functions along network lines—shackled Mr. McAndrew with the unenviable task of producing results on two fronts.

Faced with keeping WRC healthy and getting WNBW on its own feet, Bill McAndrew hiked his shirt sleeves and went to work. In the background were statements from the "experts" to the effect that radio was "dying" and TV consigned to the doldrums of red ink for several years.

Under the reorganization, with WRC (AM) and WNBW (TV) in effect competing with each other, Mr. McAndrew has effectively avoided giving the impression of a man shadow-boxing with himself—despite the fact he presides at separate weekly radio and TV staff meetings.

At this early stage, he appears to be making an outstanding success of a formidable job. For the record, WRC had one of the three best months in its financial history early in 1950 and WNBW has more than doubled its number of advertisers in the past 12 months.

William Robert McAndrew, whose father is a native of Kentucky, was born in Washington, D. C., Sept. 7, 1914. His father is still active in the nation's capital as superintendent of the plate-making division of the Government Printing Office.

Young McAndrew attended St. Anthony's grammar school, Gonzaga High School and was graduated in 1935 from Catholic U. with a bachelor-of-arts degree in economics. At college he managed to embroil himself in campus politics and the vicissitudes of newspaper censorship.

In his sophomore year he was named to succeed the editor of the college paper who was suspended for running afoul the faculty on the question of a repressed editorial—a cause in which Bill McAndrew himself heartily con-

(Continued on page 47)

● The big news for 1950 is the Sales Punch being delivered by *ALL* New York Independents to a larger nighttime listening audience than ever before! Pulse Ratings show that between 7 P.M. and 12 Midnight — April 1950 the Independents gained 20% more audience than last year!

And for the advertiser and its agency looking for sales and coverage in the New York area — this is important — WOV increased its audience *by* 39% with *NO* increase in rates! So before you buy radio in New York look at the Rated Independent Stations — then take out your slide rule and check the cost to reach 1000 people!

For information on increasing your sales write this station or contact our National Representatives.

***COST PER 1000 PEOPLE**

Station	Minutes	15 Minutes
WOV	$ .17	$ .45
"A"	.20	.62
"B"	.23	.60
"C"	.28	.65
"D"	.28	1.10
"E"	.35	1.13

*WOV delivers the lowest cost-per-thousand people of any New York City Rated Independent. Costs based on current Class "A" Rates (312-time), stations' coverage and April 1950 Pulse from 7 P.M. to Midnight.

Originators of *Audited Audiences*

WOV NEW YORK

5000 WATTS

JOHN E. PEARSON COMPANY, National Representatives

Antenna Rules

(Continued from page 19)

thorized structures.

Similarly, the simplified version of tower-marking requirements would apply to existing or authorized structures only insofar as they are less stringent than present requirements. Towers under 170 feet high and requiring no aeronautical study would need no marking.

FCC said hearing or oral argument on its antenna-site and tower-marking proposals will be held if comments which seem to warrant it are received by July 3.

The speed-up procedures adopted by the government Air Coordinating Committee for passing upon applications which require special aeronautical study were designed to attain two objectives long sought by broadcasters: (1) expedite clearance of antenna-site proposals, and (2) when proposals are turned down, to get the reasons on the record.

Under this plan, applications needing clearance will be referred by FCC to the ACC's appropriate Regional Airspace Subcommittee, which will obtain informal clearance if possible.

If any objection is raised, the case will be put on the agenda for the next meeting of the subcomittee and the applicant and objectors will be heard. The regional subcommittee will make recommendations to the Washington subcommittee and send copies to FCC, which will consider the application approved unless the Washington subcommittee reports otherwise within nine days.

FCC Notification

FCC will notify the applicant of approval or disapproval of his application, or, upon request, will report on its current status. If either the regional subcommittee or the Washington subcommittee recommends disapproval of an application, "reasons therefor must be given."

From FCC's standpoint, the Commission said applications which do not require aeronautical study under the standards, as well as those which are given recommended approval by the Airspace Subcommittee, will "be deemed not to involve a hazard to air navigation," and will be processed by FCC accordingly.

In the case of those which draw a recommended denial from the Airspace Subcommittee, or on which the committee indicates lack of agreement, "the applicant will be so advised and the Commission will take such further action as might be appropriate."

Broadcasters felt the "appropriate action" in the latter case should be spelled out to show that a hearing definitely would be held, in order that the applicant would have full opportunity to meet objections in proceedings before the Commission and to appeal to the courts in event of adverse final action.

Under the proposed standards, applications involving towers up to 500 feet in height would require no special aeronautical study unless their location would fall within specified areas where they might be deemed hazards to air navigation.

On this point broadcasters failed to win concessions which, during the 1949 conferences, they described as essential to success of the plan—that is, a substantial increase in the height below which tower proposals would not need special study except in specific locations. NAB had urged that the 500-foot figure be raised to 650.

Towers up to 170 feet in height similarly would not require special aeronautical study unless located in airports and airport approach areas—and then only when they would exceed limitations specifically set forth in the criteria.

Antenna structures more than 500 feet in height would require aeronautical study in all cases, irrespective of their proposed locations. But the existence of natural or man-made formations and structures which would provide shielding would be taken into account in the study.

Dispute developed over the effect of a revised portion of the standards relating to limitations on towers proposed within the approach areas of runways used for instrument operation. The original plan would impose the same limitations regardless of whether the runway actually is used or "may be used" for instrument operations.

Broadcasters construed this as a "blank check" in favor of the aviation interests, particularly since the protected area for instrument runways extends out approximately 51,000 feet—almost 10 miles—from each end of the runway. In width, the protected area flares out from about 1,000 feet at the runway's end to a total of 16,000 feet at the outer limit of the approach.

Concedes Point

FCC authorities maintained that broadcasters won their point in this argument. They pointed out that the criteria as now proposed do not refer to runways which "may be used" for instrument operations. Rather, it is specified that "the approach area requirements for instrument runways shall apply to both ends of all runways being used for instrument operation under construction or provided for by existing airport construction or improvement plans."

Observers, however, pointed out that the proposed definitions accompanying the criteria still stipulate that "the approach area requirements for instrument runways shall apply to all runways which may be used for instrument operations . . ." At best, these observers maintained, clarification is needed.

Broadcasters did win one point in this connection: The maximum height for towers located in instrument approach areas (without being required to undergo aeronautical study) would be 250 feet at 10 miles from the runway end, whereas in the original plan the maximum would have been 200 feet.

Special study still would be required for towers in instrument approach areas if they would exceed 100 feet above ground (or 100 feet above the approach end of the runway, whichever gives the higher elevation of the structure) within three miles of the runway's end; or, when located farther out, if their

(Continued on page 42)

Text of Proposed FCC Antenna-Site Standards

FOLLOWING is the text of FCC's proposed antenna-site standards, with notes showing definitions of principal terms employed (see story, page 19):

Sec. 17.11 Antenna Structures over 500 feet in height—Antenna structures over 500 feet in height above the ground will require special aeronautical study irrespective of their location. In the special aeronautical study, the circumstance that an antenna structure will be shielded by natural formations or existing man-made structures will be taken into account.

Sec. 17.12 Antenna Structures over 170 feet up to and including 500 feet in height.—Antenna structures over 170 feet up to and including 500 feet in height above the ground will not require special aeronautical study except in the following areas:

(a) Certain areas within the Civil Airways and designated air traffic control areas in the country where antenna structures less than 500 feet in height would necessitate the raising of the minimum flight altitude. (NOTE: Information about location of civil airways and designated air traffic control areas can be obtained from CAA regional offices, CAA publications, etc.)

(b) Established coastal corridors. (NOTE: These are certain established corridors in which low-level flight is required for military operations conducted from air station within 20 statute miles of Atlantic, Pacific and Gulf Coast. Information to be published along with data on civil airways.)

(c) Airport and airport approach areas of all airports now in existence, under construction or improvement, or provided for by airport construction or improvement plans, on file with the CAA as of the filing date of the application for radio facilities. (NOTE: Approach area extends 10,200 feet outward from end of each runway, with 800 feet added in case of regular Dept. of Defense air bases; additional 40,000 feet added in case of runways which may be used for instrument operations and is applicable to both ends of such runways.)

Sec. 17.13 Antenna Structures 170 feet in height and under.—Antenna structures 170 feet and under in height above the ground will not require special aeronautical study, except in the areas outlined in Sec. 17.14.

Sec. 17.14 Antenna Structures in airports and approach areas.—Antenna structures within airports and approach areas [for definition see note to Sec. 17.12 (c), above] will require aeronautical study if they project above the following heights above ground or surfaces (in case of conflict the lowest height will prevail):

(a) In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach end of the runway, whichever gives the higher elevation of the structure, within three statute miles of the runway end, and increasing in height above ground in the proportion of 25 feet for each additional statute mile of distance outward from the runway but not to exceed 250 feet within 10 miles of the runway end. The approach area requirements for instrument runways shall apply to both ends of all runways being used for instrument operation under construction or provided for by existing airport construction or improvement plans.

(b) More than 170 feet above the ground or the established airport elevation, whichever gives the higher elevation of the structure, within three statute miles of the reference point of a feeder or larger class airport and increasing in height above ground in the proportion of 100 feet for each additional statute mile of distance from the airport but not to exceed a maximum of 500 feet above ground. (NOTE: Reference point is "a point selected and marked at the approximate center of the airport landing area and is normally established at the midpoint of the center line of the instrument runway."

(c) Antenna structures of an elevation which would increase the final approach minimum flight altitude. (NOTE: This is "an altitude designated by appropriate federal authority which is normally established from the highest point within five statute miles of the center line of the final approach course of the radio facility used for final let-down for an airport, and extending for a distance of 10 statute miles along this course outward from the radio facility."

(d) In addition to the requirements mentioned above, antenna structures which project above the landing area or any of the imaginary surfaces outlined below will require special aeronautical study. (Under most conditions, the limits prescribed in paragraphs (a), (b) and (c) above will be the determining factor. However, in the areas immediately adjacent to the runways and under certain conditions where the terrain rises rapidly in the airport areas, the surfaces outlined below become a more limiting factor from the absolute height of requirements.)

(1) Approach surface.
(2) Horizontal surface.
(3) Conical surface.
(4) Transitional surface.

Sec. 17.15 Existing Structures.

(a) Nothing in these criteria concerning antenna structures or locations shall apply to those structures now existing or to those structures authorized prior to the effective date of these criteria.

(b) No change in any of these criteria or relocation of airports shall at any time impose a new restriction upon any then existing or authorized antenna structure or structures.

Not PI–
but PRARLOC

"PI," we understand, is trade jargon for an arrangement between advertiser and broadcaster whereby the station is paid on a basis of cost *P*er *I*nquiry.

We're against PI. Why? Because, obviously, it means that different advertisers pay different prices for the same commodity. It is a step away from the goal of fair, standardized rates for one and all. It means that some advertisers pay more than their share of valid media costs.

This, we submit, is bad for advertising.

• • •

We're against PI for another reason, too: We have something *better*. It's PRARLOC—*P*roved *R*eturns *A*t *R*ates *L*isted *O*n *C*ard.

And when we say "proved," that's exactly what we mean. Here, for instance, are recent examples of results obtained on various Westinghouse stations:

- One advertiser on KDKA's Farm Hour spent $500 for time, pulled $20,000 worth of orders promptly.
- A hand-cream manufacturer with a special sample offer found that KYW brought replies at less than one-tenth the cost encountered on the other Philadelphia station used.
- "Radio (WBZ) increased my revenue over 50 percent from last year," writes New England berry grower.
- Portland food market sold *two tons* of poultry after one announcement on KEX. Time cost: $25.
- A Fort Wayne hardware company tripled its business in power lawnmowers.. selling several hundred.. with only four short messages on quarter-hour Sunday afternoon programs. Total cost, $280.

Week after week, day after day, we're producing profitable business *at the rates published on our cards and in Standard Rate & Data.* That's our policy, and it's paying off for hundreds of "regular customers" among the nation's leading advertisers!

WESTINGHOUSE RADIO STATIONS Inc

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Court Upholds Petry

(Continued from page 20)

relief sought by the plaintiff," the opinion said.

The appellate majority concluded, however, "that there was insufficient proof of an agreement between Petry and plaintiff such as is alleged in the complaint. If such an agreement had in fact been made it would seem that written evidence of it, signed by both parties, would be available. Every detail of arrangement between Petry and the plaintiff was always reduced to writing. . . . If there existed an agreement as alleged in the complaint . . . it is incomprehensible that such an arrangement would not have been properly recorded."

"We think," the three concurring judges wrote, "that upon all evidence the alleged agreement for equal corporate control is wholly inconsistent with the documentary evidence in this case and has not been established. Such an agreement would be the foundation of the relationship between the parties. If it actually existed it would have been evidenced by a clear and unambiguous writing and not by the complicated and wholly ineffective means which plaintiff claims was employed to accomplish the purpose."

The opinion added that the alleged two and two agreement "is in violation of Sec. 35 of the Stock Incorporation Law which provides that a majority of the stock may increase the number of directors and, hence, is illegal and void."

The decision was that "the judgment should be reversed, the complaint dismissed with costs and the relief demanded in the counterclaim should be granted."

The two dissenting judges voted to affirm the decision of the referee, "particularly on the ground stated by him that 'although oral the agreement not to increase the number of directors was made before incorporation, between Christal and Petry who were then the sole owners of the business and stood in a fiduciary relationship to each other as partners or joint venturers.'"

Mr. Christal appealed this decision to the Court of Appeals which unanimously upheld the majority opinion of the appellate division in dismissing his complaint with costs and upholding the contention of Mr. Petry that as majority stockholder he can change the number of directors on his company's board as he sees fit.

WGN-IBEW Sign Pact

NEW International Brotherhood of Electrical Workers contract at WGN Chicago calls for a $10 a week starting pay increase and attainment of top wage scale in four rather than four and one-half years. Eighteen-month contract, effective April 1, was negotiated by Carl J. Meyers, engineering director of WGN Inc., and a union committee headed by H. Walter Thompson, president of IBEW Local 1220, who works at WGN.

LEOPARD-SHIRTED 'Ol' Doc Lemon, (center), Cleveland's popular disc jockey, signs third station contract in the city with WDOK. He already is featured over WJMO and WEWS (TV). The employers trio are (l to r, standing) R. Morris Pierce, president WDOK; Jack Hartley, manager, WEWS, and Dave Baylor, director, WJMO. Mr. Lemon's stint consits of one-hour on WEWS, a three-hour stand on WDOK and a similar record spinning session on WJMO.

Virginia Assn.

(Continued from page 20)

their stewardship. The association pledged support to District 4 Director Harold Essex, WSJS Winston-Salem, and commended Mr. Arnoux, retiring director, for his services on the NAB board.

Mr. Essex implored Virginia Association members not to resign in protest from NAB because of disagreement with policy but to exert their efforts as members to rectify shortcomings and permit radio to continue its "united front." He said the honeymoon in radio is over.

Mentioning specifically the CBS resignation, he expressed the hope that the network would reconsider and return to the fold. He paid high tribute to Mr. Arnoux.

Richard P. Doherty, NAB employe-employer relations director, discussed NAB's station cost survey, giving preliminary findings (see story page 20).

Keith Kiggins, vice president of Edward Petry & Co. in charge of TV, urged AM operators to get into TV, and predicted that the cost of installations soon would drop to those comparable with earlier AM costs for small stations. He estimated the outside figures for a secondary market station at $75,000 and probably between $50,000 and $60,000.

Declaring that TV is paying off for the advertiser, Mr. Kiggins recited a series of outstanding TV successes. He said the Petry experience has been that most TV business is new business and has not been diverted from radio. Local business probably will be the bureaucrat of TV revenue, he said.

Mr. Kiggins also foresaw the development of new names among advertising agencies as a result of TV. This, he said, likely would follow the experience in the early days of radio, when such agencies as Young & Rubicam and Benton & Bowles sprang into prominence by dint of courage and aggressiveness in radio.

While AM may not be the "gravy train" it has been in past years, Mr. Kiggins said it is likely to continue profitable and effective for prudent operators.

Fred Lowe, promotion manager of the Norfolk Newspapers Inc. and of its radio and TV operations (WTAR and WTAR-TV), urged stations to turn their hands to more aggressive promotion. He cited "programming, public service and promotion" as synonymous in radio.

The new decennial population census provides a timely springboard for original promotion by all stations, he said, particularly when the data can be broken down and localized to fit the particular station's coverage. Mr. Lowe urged cooperation with local newsapers all down the line. He cited as an excellent vehicle the joint handling of election returns.

FCC MEASURE

House Passes Deficiency Bill

HOUSE of Representatives last Monday passed the 1950 deficiency appropriations bill which would enable FCC to replenish funds for the fiscal year ending June 30 with an additional $129,345. The Commission had requested an outlay of $137.000 in hearings before a House Appropriations subcommittee to make up deficiencies in salaries and expenses [BROADCASTING, May 22]. The Senate still must approve the measure.

Antenna Rules

(Continued from page 40)

height above 100 feet would be greater than 25 feet for each additional mile up to the 250-foot maximum at 10 miles.

The proposed codified version of existing tower-marking requirements would specify that antenna structures be painted and lighted if they (1) require special aeronautical study, or (2) exceed 170 feet in height above ground. Most of the reductions in marking requirements, FCC authorities said, apply to lighting specifications. Towers less than 170 feet and not requiring aeronautical study would not have to be marked.

For all towers which must be marked, alternate bands of international orange and white are prescribed, with orange bands at top and bottom.

Tower Markings

Towers up to 170 feet in height would be marked at night by two 100-watt lamps (#100-A21/TS) enclosed in aviation red Fresnel or prismatic obstruction light globes at the top, plus the same type of lights in pairs at the one-third and third-thirds mark on towers from 100 to 170 feet tall.

Towers between 170 and 400 feet in height would have at the top a 300 m/m electric code beacon equipped with two 500-watt lamps (PS-40, Code beacon type), both lamps to burn simultaneously, and aviation red color filters, plus a flashing mechanism. At the one-third and twothirds levels, at least two 100-watt lamps (#100-A-1/TS) would be required. All lights would be controlled by a light-sensitive device.

Towers between 400 and 500 feet in height would be marked at the top. At the one-fourth and three-fourths levels, at least one 100-watt lamp (#100 A21/TS) lamps would be required. Again all lamps would be controlled by a light-sensitive device.

Painting and marking requirements for antenna structures over 500 feet in height would be determined by FCC after aeronautical study.

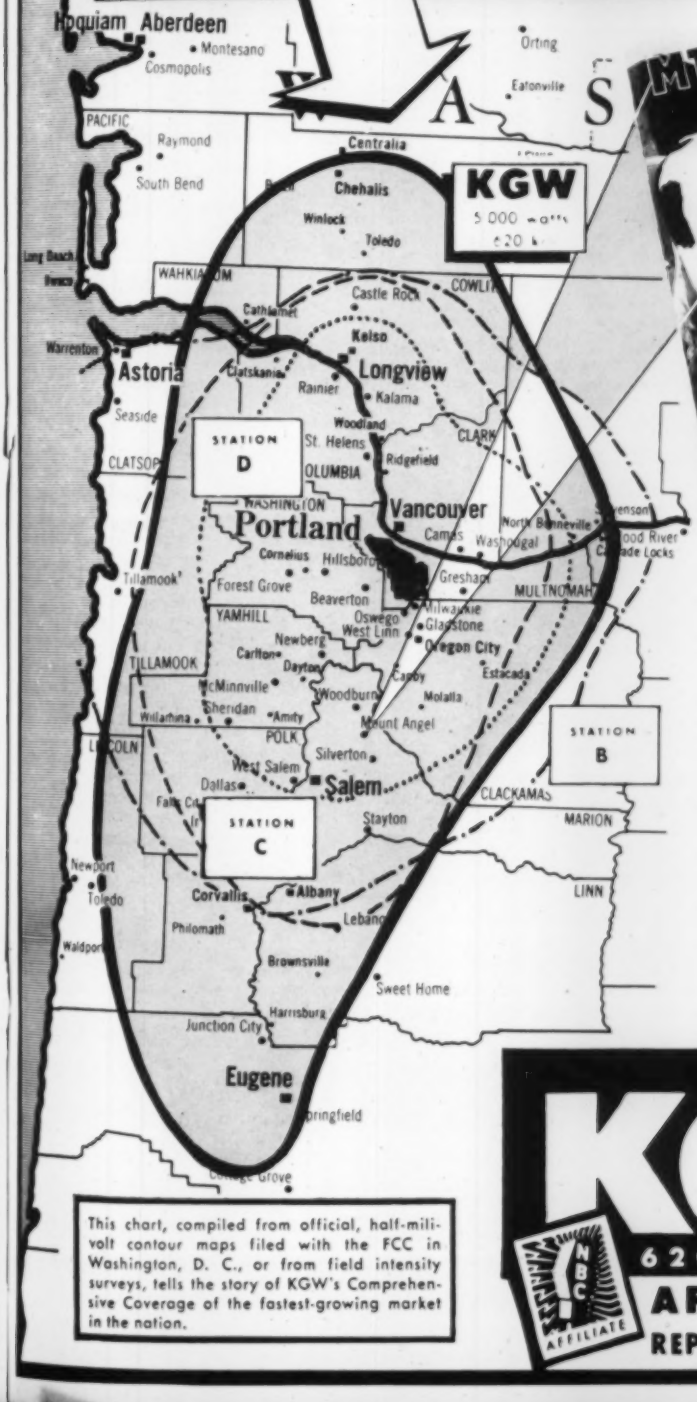
Will Print Text

Full text of FCC's proposal—definitions, antenna-site standards, and painting and lighting specifications—will be published in the *Federal Register*, FCC authorities reported. Gopies also are being distributed to participants in the government-industry conferences held last May.

Information concerning the applicability of the proposed antenna-site standards to specific site locations, FCC said, may be obtained from the commanding officers of nearby Dept. of Defense air bases and from the administrator of the CAA regional office concerned. A list of charts and publications to assist applicants in determining site locations, plus a complete directory of CAA regional offices, is planned when final standards are adopted.

KGW Delivers... COMPREHENSIVE COVERAGE of

...producer of a world's champion



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

Diversified agriculture has been the chief factor in the formation of Mt. Angel's economic background, a background stabilized by five farmer-owned co-operative organizations, largest of which is the Mt. Angel Co-operative Creamery. Other co-ops include a hop producers' organization, a co-operative flax plant, an oil co-operative, and a co-operative warehouse and grain elevator.

High quality of Mt. Angel's agricultural products is exemplified by the handsome Holstein pictured above, which recently set a world's record for butterfat production.

Through Comprehensive Coverage, KGW DELIVERS MT. ANGEL...as it delivers the rest of the fastest-growing market in the nation!

KGW PORTLAND OREGON

620 KILOCYCLES

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SPORTS FEES

OAB Protests Contract Strings

BROADCAST rights to high school athletic contests without financial obligation to the State Athletic Board or to schools were asked by the Ohio Assn. of Broadcasters at a Wednesday-Thursday meeting held at the Neil House, Columbus.

The Ohio board will be formally requested by OAB to rule against charges for high school athletic pickups and the petition will be taken up by the board at its July 14 meeting.

Practical broadcast and television problems were discussed at the two-day meeting, featured by the prediction of Charles W. Shugert, Shell Oil Co., that radio faces a "golden era" if it is properly programmed and promoted (see story page 21).

Opening speaker Wednesday was Louis Caldwell, Washington radio attorney, who discussed political broadcasts. Citing the history of radio regulation and FCC policies, Mr. Caldwell warned of danger in the conception that "the government knows best what is good for broadcasters."

Paul Peter, of Frazier & Peter, management consultants, analyzed station operating costs in Ohio cities. He pointed to the problem of finding competent sales personnel and the need of careful management as costs and competition increase.

Carl George, WGAR Cleveland, was re-elected president of OAB. Robert Fehlman, WHBC Canton, was elected vice president, and Robert Kerns, WLOK Lima, was re-elected secretary-treasurer.

Hugh M. P. Higgins, WMOA Marietta, chairman of the OAB Education Committee, announced that Ohio State U. will start a consumer survey on impact of broadcasting on buying habits in the state, including pantry-count technique. The university is now experimenting with survey methods.

Resolution was adopted urging that continued effort be made to remove from the Ohio Liquor Control Board regulations discriminating against radio in favor of printed media.

FCC Commissioner Robert F. Jones received an ovation after his speech (see story page 57).

Don Thompson, of the Fifth Federal Reserve District, saw possibility of slackening in payrolls and employment, pointing to the need for aggressive selling.

Lewis H. Avery, of Avery-Knodel Inc., said "almost nobody" is doing anything to sell advertisers on AM radio. He lauded benefits of the spot radio estimator published some time ago by National Assn. of Radio Station Representatives. Fifty percent of national business starts on the local level, he said. He observed that the agency account executive is becoming as important as the timebuyer and learning more about radio.

Participating in a TV panel were John McCormick, WNBK-TV Cleveland; John Murphy, WLWT (TV) Cincinnati and E. Y. Flanigan, WSPD-TV Toledo. Mr. Murphy analyzed personnel needs of stations. Mr. Murphy said WLWT is 75% sold in the daytime and should reach 85% by mid-June. Business is 60% local, 22% national spot and 18% network, he said.

Mr. Flanigan said the pioneer station in a city takes a terrific beating in financing developmental work. He said AM at WSPD is ahead of last year and TV is sold almost solid. He advocated use of the same salesmen for AM and TV since they are interested in protecting AM accounts as well as developing new TV business.

Registration
Ohio Assn. of Broadcasters

Avery, Lewis H., Avery-Knodel Inc., New York; Baruch, Ralph M., SESAC, New York; Beer, Robert, Beer & Koehl, WATG Ashland; Berk, Roger G., WAKR Akron; Boyd, Gerald F., WPAY Portsmouth; Bradford, Phil S., WCOL Columbus; Caldwell, Louis, Kirkland, Fleming, Green, Martin & Ellis, Washington; Carr, Eugene, Brush-Moore Co., Canton; Charles, Bert, WVKO Columbus; Eberle, Bill W., WHIZ Zanesville; Fehlman, Robert C., WHBC Canton; Ferguson, Robert W., WTRF Bellaire; Flanigan, E. Y., WSPD Toledo; George, Carl, WGAR Cleveland.

Hackathorn, K. K., WHK Cleveland; Hamilton, G. E., WIMA Lima; Heminger, Harold H., WFIN Findlay; Higgins, Hugh M., WMOA Marietta; Jones, Robert F., FCC, Washington; Kerns, J. Robert, WLOK Lima; Leonard, James, WLWC Columbus; Levi, Win, BROADCASTING, Washington; McFarland, C. H., WEIR Steubenville; McFeely, Ralph S., R. S. McFeely Co., Columbus; Mack, R. W., WIMA Lima; Martin, Dwight W., Crosley Broadcasting Corp., Cincinnati; Mason, Robert T. Jr., WMRN Marion; Milder, Nate, WHIZ Zanesville; Moore, Sibley, WGAR Cleveland.

Nasman, Len, WFMJ Youngstown; Nolte, Vernon, WHIZ Zanesville; Parkinson, Geer, WBNS Columbus; Patt, John F., WGAR Cleveland; Peter, Paul, Frazier & Peter, Washington; Rogers, Thomas A., WCLT Newark; Runnerstrom, R. O., WCOL Columbus; Ryan, J. Harold, The Fort Industry Co., Toledo; Sague, Sam, WSRS Cleveland; Sanders, Robert, WEIR Steubenville; Shugert, Charles W., Shell Oil Co., New York; Thompson, Don, Fifth Federal Reserve Dist., Cleveland; Trace, Gene, WBBW Youngstown.

White, P. G., WEIR Steubenville; Williams, C. S., WADC Akron; Williams, John P., WING Dayton, WIZE Springfield; Wilson, Robert, WADC Akron; Williamson, W. P. Jr., WKBN Youngstown.

HILL RECORDING
Proposed Changes Opposed

OPPOSITION to the proposed Capitol Hill Joint Recording Facility bill, which some observers view as a potential encroachment on private broadcasting domain [CLOSED CIRCUIT, May 8], was mounting on Capitol Hill last week as NAB and Radio Correspondents Assn. continued study of the controversial measure.

The proposal (H J Res 332), passed by the House last August and now pending on the Senate calendar, underwent drastic revision as reported out of the Senate Rules & Administration last April. Senate version transferred control of the recording facility from the House Speaker and Senate Secretary to a joint Congressional committee comprising members of the two rules committees [BROADCASTING, April 24].

NAB has referred the legislation to a legal advisory group comprising Frank Fletcher, WARL Arlington, Va.; Eugene Thomas, WOIC (TV) Washington, and Glenn Shaw, KLX Oakland, Calif. Similarly, the correspondents association has named a "vigilante" subcommittee to probe the issue.

Though NAB officially has taken no action on the measure, it has indicated unofficially that it is prepared to coordinate its efforts with the radio galleries to secure defeat of the legislation when it is brought before the Senate. Opposition is expected to take the form of suggested amendments on the floor if the resolution is removed from the calendar without "objection."

Primary objections to the resolution in its present form are that the facility allegedly competes with radio correspondents for recorded interviews with Congressional members, and thus sets government against private enterprise; that it would give Administrator Robert Coar broad authority over arrangement for all radio-TV recordings and use of the public address system; and that the legislation as now written represents too broad a leeway in the interpretation of "such other duties" to be performed by the administrator.

Radio's 'Golden Era'

(Continued from page 21)

build up a permanent audience among the dealers for all programs on that station or network. You'll get the dealers in the habit of listening to your station regularly. And you'll have a loyal following for all your programs, *no matter what television offers.*

4. Cooperate with radio manufacturers in a joint advertising campaign promoting the purchase of secondary sets in a household. This will increase the hours listened per home per person and, therefore, increase the value of radio as a product merchandiser.

5. Reduce nighttime rates in TV markets. The greatest impact of television upon radio listening, we have discovered, is the five-hour span in the early evening and night from 6 p.m. to 11 p.m. I believe radio should be farsighted enough to adjust its rates accordingly—before a real exodus of sponsors begins.

No doubt you are acquainted with the recent action of station WFIL Philadelphia, which voluntarily announced a reduction in its nighttime rates. Said the general manager of the station: "We are doing today what we believe most of the industry will do tomorrow." I, myself, believe that if you adjust your rates on an intelligent basis, you need have no fear of television. Television advertising would be on a limited circulation basis at a higher rate. Television and radio, even at nighttime could then exist very profitably side by side.

6. Be sure you have a good "rep." In my particular job, I meet daily representatives of all forms of media—and as a group, I have a healthy respect for radio reps.

Their knowledge of their jobs, their knowledge of your facilities, your markets and your sales potentialities are far superior to their counterparts in other media. I think the radio rep is far more important than many stations realize, and a good rep can often be, and often is the influencing factor in the buying of a station's program.

Television "has no record of killing anything," Mr. Shugert insisted, noting that "it has increased interest in sports events, notably paid attendance at wrestling matches, roller derbies, baseball and football contests. And, believe it or not, it seems to have increased interest in radio." He cautioned radio against letting the summer slip away "not to television but literally into thin air," referring to the audience which listens either to radio nor television.

Noting the relatively high cost of TV shows compared to radio, Mr. Shugert reminded that television "is the only medium, in addition to motion pictures, which affords the sponsor an opportunity to make an actual sales demonstration." He reviewed TV's progress since the war.

In referring to TV's impact and growth, he told the Ohio group, "Enjoy yourself—it's later than you think, but it's not too late."

IN appreciation of CBS affiliate WMAZ Macon, Ga., receiving a George Foster Peabody award for reporting and interpretation of the news [BROADCASTING, May 8], the citizens of Macon, through Walter Cates (r), manager of the Macon Chamber of Commerce, present a certificate to Wilton Cobb, WMAZ general manager. Certificate was signed by Mayor Lewis Wilson, Chamber of Commerce President Peyton Anderson and Calder B. Clay, chairman of Bibb County Commissioners.

Leonard O. Groves

LEONARD O. GROVES, 52, secretary to the board of directors of The Baltimore Radio Show Inc., owner and operator of WFBR Baltimore, died in Baltimore May 21. Mr. Groves had been associated with WFBR since 1927. He is survived by two brothers, Norman and Paul Groves.

Memo to Editors

What About Big Unions?

Big Business has been made one of the key issues of our times. In the news today are investigations, charges, indictments all aimed at big business, the term being used to mean monopoly and worse.

These attacks have been going on for years, but this year they seem to have reached a new high.

Putting big business on the spot may be great sport. Perhaps it's good vote-getting strategy, too. But at the risk of seeming naive—particularly in an election year—we raise the question: *What about big labor unions?*

Last winter, comment on labor union control of the coal industry found a prominent place in the editorial and news columns of the Nation's newspapers. People everywhere were talking about it. A bill for dealing with it was introduced in Congress.

Everybody knows what happened. The coal crisis passed. The miners were told to go back to work. The "inevitable victory" had been won. The government had been defied with impunity. The people had another demonstration of who was boss.

The mines are operating. The weather is warm. Homeowners and businessmen know they can now get all the coal needed.

So the problem of big labor—a demonstrated monopoly in the coal business—has been tucked away with the country's other unsolved, half-forgotten but vaguely troubling problems.

But the fact itself remains, sharp and clear and hard. The threat is still there.

It is not just a coal industry problem. It is a threat to all industry.

Big labor already has monopoly power in steel, oil, autos, rubber, transportation and other basic industries.

If big labor can say when and where and how many days a week this industry or that industry can work; if it can shut off the flow of goods and services arbitrarily, and at will, we have reached the point where the people of this country live and function at the whim of labor dictators, who are interested only in "gains" for their unions.

The unlimited power of big labor has made collective bargaining a meaningless farce. Industry-wide control of essential businesses allows them to twist and squeeze and pull until their "victory" is achieved. The strike has become a weapon against the whole public.

Is it too naive to suggest that we do some investigating of big unions? Is it unreasonable to expect that the people of this country will be provided with some protection against the repeatedly demonstrated abuses of big labor?

Last winter's coal crisis provided a clear show of union monopoly power in action. But at that time, the problem could not be dealt with intelligently and fairly. During a crisis, in the heat of controversy, the climate is not right for such things.

But now that the crisis has passed; now that the weather is warm, and coal is plentiful, why not take a look at big labor?

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

Management

FRANK L. STRAND appointed general manager of University City Broadcasting Corp. (WKID-AM-FM), Urbana, Ill.

WILLARD SCHROEDER, formerly radio and television director at Ketchum, MacLeod & Grove, Pittsburgh, and before that associated with Crosley Broadcasting and Hearst Radio as manager of WINS New York, and sales manager of WCAE Pittsburgh, appointed general manager and secretary of WOOD Grand Rapids, Mich., and Grandwood Broadcasting Co. He replaces **STANLEY W. BARNETT**, resigned. Mr. Barnett's future plans have not been announced.

Mr. Schroeder

JACK PARKER, formerly with WSAM Saginaw, Mich., and before that news correspondent for ABC, appointed director of station operations for KCRG Cedar Rapids, Iowa. **MEREDITH KOERNER** appointed director of facilities and research for Saginaw Broadcasting Co., licensee of WSAM-AM-FM. He has been with company for four years, and before that was with WSBT South Bend, Ind.

JACK SHEFRIN, formerly program director of WOAK Chicago, and on staffs of KMBC Kansas City, Mo., and WEEK Peoria, Ill., named station manager of KNAL Victoria, Tex.

COLIN M. SELPH appointed vice president in charge of sales for KPIX (TV) San Francisco. He formerly was associated with Muzart Corp., Northern California Muzak franchise operation. **LOU SIMON** continues as commercial manager of KPIX.

RALPH TUCHMAN, formerly associated with *Los Angeles Times* on KTTV (TV) Hollywood *Newsreel*, named assistant to **Harrison M. Dunham**, general manager of KTTV. In that post Mr. Tuchman will handle coordination of liaison between station and film producers in connection with station's projected film syndication plans. Prior to joining KTTV last January, he was Hollywood news editor of BROADCASTING.

Admen Elect Sigmund

WILLIAM F. SIGMUND, partner of Henry J. Kaufman & Assoc., Washington, was re-elected president of the Advertising Club of Washington at the annual election held a fortnight ago.

CAMPBELL SOUP

Drops Murrow, Keeps 'Club 15'

CAMPBELL SOUP CO. (Franco-American), Camden, N. J., through its agency, Dancer - Fitzgerald - Sample, New York, will cancel sponsorship of Edward R. Murrow, five times weekly on CBS, effective at the end of this season. The company will retain its *Club 15*, 7:30-7:45 p.m., five times weekly on CBS.

The cancellation came after a fortnight of negotiation between the agency and the network, with the latter refusing to allow Campbell Co. to retain the 7:45-8 p.m. time without Mr. Murrow. CBS, it was understood, feels that an advertiser in that time period must buy Mr. Murrow. Campbell Soup, meanwhile, has bought part of the daytime show *Double or Nothing* on NBC. The *Club 15* portion is handled by Warwick & Legler, New York.

WPWA FULLTIME

Ceremonies Mark Extension

ELABORATE dedication ceremonies were scheduled this past Saturday (May 27) to mark the start of fulltime operation—from 6 a.m. to 1 a.m. daily—by WPWA Chester, Pa., on 1590 kc with 1 kw.

Special six-hour program was to have included a transcribed 15-minute tribute to the independent station from Vaughn Monroe and his orchestra at 7 p.m. WPWA also reports it received congratulations from such artists as Songstress Jo Stafford, Ed Sullivan and Conductor Arthur Fiedler of the Boston Pops Orchestra, whose concerts will be featured on WPWA each Sunday evening. Celebration was open to the public. In addition, WPWA bought signoff spots on WVCH Chester and WJMJ Philadelphia to publicize its evening schedule.

WPWA first began operation on Oct. 17, 1947.

MARKING his 25th anniversary as a broadcaster, Dr. Howard Hanson (l), director of the Eastman School of Music of the U. of Rochester, receives from William Fay, vice president of Stromberg Carlson Co. and general manager of WHAM Rochester, a special WHAM citation. Since 1925, Dr. Hanson and the Eastman School of Music Symphony Orchestra have combined to present many programs over WHAM and the NBC network. In 1946, Mr. Hanson and WHAM were given a Peabody Award.

WBT delivers a bigger share
Hooperated 50,000-watt

...has better than 60%

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS

Respects

(Continued from page 38)

curred. He then proceeded to work his way down, acceding to such positions as managing editor and finally sports editor.

Mr. McAndrew first cast his newspapering lot as a stringer reporter for the sports desk of the Washington *Times-Herald* at the munificent wage of 25¢ per inch. His stipend averaged $15 per week during the summer months when he worked in the *Herald's* morgue from noon to midnight.

At the insistence of his uncle, Mike Flynn, who was the *Times-Herald's* managing editor, Mr. McAndrew left the newspaper field, temporarily, to enter Catholic U.

Joins Up

Following his graduation, he was hired as a copy boy for United Press in Washington. A UP assignment in 1935 brought Mr. McAndrew one of his first contacts with the broadcasting industry. When the country's rivers got out of hand, young McAndrew was sent out on a plane tour of the Washington area to get a flood story. While on this story he met several radio newsmen, among them Carleton Smith, now manager of NBC-TV network.

A year later, Mr. McAndrew drew a similar flying assignment over flood waters—but this time for NBC. He had been hired as assistant news editor by Kenneth Berkeley, then general manager of WRC and WMAL (NBC Red and Blue outlets in Washington) and now head of WMAL.

In this news capacity, he stapled up his first *Esso Reporter* newscast from the UP wire in early 1936, and handled continuity acceptance for the two stations.

In 1937, when NBC moved its Washington offices from the National Press Bldg. to the Trans-Lux Bldg., Tom Knode (now with NBC-TV station relations in New York) was hired as Mr. McAndrew's assistant. Together they handled day and night news coverage.

With the start of World War II in Europe in 1939 Bill McAndrew was assigned to cover Capitol Hill as NBC Washington expanded its newsroom coverage. The following summer he covered the political conventions in Chicago and Philadelphia.

Leaves NBC in 1940

In December 1940 Mr. McAndrew joined BROADCASTING as executive news director, a post which he held until February 1942 when he became information director for the Board of Economic Warfare.

Following the split of the Red and Blue Networks in July 1942, Mr. McAndrew rejoined radio's ranks as news editor for WMAL-Blue where he produced *Watch the World Go By*, featuring Earl Godwin under sponsorship of Ford Motor Co. The Ford series ended in January 1944 and Mr. McAndrew joined WRC as news room manager.

Promotions followed in order: In April 1947 he was appointed assistant to NBC Washington Vice President Frank M. (Scoop) Russell; in February 1948, supervisor of NBC Washington stations; in March 1949, general manager of WRC-AM-FM and WNBW, where his "two fronts" task began.

Bill McAndrew approached the radio-TV problem with a working philosophy: "Radio is an *advertising* medium; television is a sales medium. . . Hit television where it ain't—hit hardest on AM where TV doesn't cut."

Sees Rigid Demands

As general manager of a profitable AM outlet, Mr. McAndrew can't go along with the thesis that radio is on the way out, though some contraction and change in format are to be expected, he points out.

"After skimming the cream off the top for the past 20 years radio now has to use some ingenuity—which means better programming, and a better promotion and merchandising job, for both stations and clients," he explains.

For television, he feels that afternoon programming will be the difference between red and black ink and that it will be "essential" for stations to get into daytime TV to show a profit.

One of 32 charter members of Radio Correspondents Assn., Mr. McAndrew was named president last March and has been a recognized leader in the organization's long and diligent fight for parity of news privileges on Capitol Hill. He was one of four members of the original executive board which activated the Senate Radio Gallery in 1940.

One of Mr. McAndrew's favorite forms of recreation is reading historical novels and railroad magazines. Another is an avid predilection for police calls which come through his shortwave receiver at home. While these calls do not exactly spur Mr. McAndrew to take off "on the double" for a fire or robbery, they do serve a worthy purpose, one tied up with the station itself.

At his bedside are two telephones—one connected with NBC in the Trans-Lux Bldg. by direct wire. When the NBC official chances upon a shortwave tip on a fire, robbery or some local disaster worth local news coverage, he telephones to WRC newsroom.

Other Affiliations

Mr. McAndrew also is a member of the Washington Advertising Club, National Press Club, the Kiwanis and Sigma Delta Chi, the latter membership of recent vintage. Other memberships include the Electric Institute of Washington board of directors and Washington Board of Trade. He at one time served on NAB's new defunct Research Committee.

Mrs. McAndrew is the former Irene Byrne of Waterbury, Conn., who met the Washington executive while she was a student at Trinity College in Washington. The McAndrews have two daughters, Irene, 10, and Mary, 4, both of whom attend the Campus School at Catholic U.

reof audience than any other

ttstation in the country...*

*Charlotte Hooper Station Listening Index, Jan.-Feb. 1950

60% of the audience in Charlotte—morning, afternoon and evening!

try WBT for size!

CHARLOTTE, NORTH CAROLINA • REPRESENTED BY RADIO SALES

FCC HEARINGS

Reassigns Johnson Cases

REASSIGNMENT of cases being handled by FCC Hearing Examiner J. Fred Johnson Jr. at the time of his death [BROADCASTING, May 8], was announced by the Commission last week. Five proceedings are involved.

Examiner Elizabeth C. Smith has been designated to preside at the nearly completed hearing to determine whether Western Union may interconnect its inter-city TV relay facilities with those of American Telephone and Telegraph Co. No date has been set for its resumption. Examiner Basil P. Cooper has been named to conduct a common carrier complaint proceeding involving Western Union and certain international carriers.

Examiner Jack Blume is to preside at the hearing on the bid of WOBS Jacksonville, Fla., to switch from 1 kw day to 1 kw fulltime on 1360 kc, directional. Case will begin July 24. Examiner J. D. Bond has been designated to handle the license renewal hearing for World Wide Broadcasting Co. international broadcast stations (WRUL et al) at Boston beginning Aug. 15.

Earlier the Commission designated Examiner James D. Cunningham to preside over its investigation of the news policies of G. A. (Dick) Richards and his three stations, WJR Detroit, WGAR Cleveland and KMPC Hollywood. This proceeding will be held *de novo*, the Commission ruled last week.

NATIONAL NIELSEN-RATINGS* TOP PROGRAMS APRIL 16-22

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

Current Rank	Previous Rank		Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(9.4)
1	1	Lux Radio Theatre (CBS)	25.7
2	3	Jack Benny (CBS)	19.4
3	2	Godfrey's Scouts (CBS)	18.8
4	11	Walter Winchell (ABC)	17.9
5	4	Fibber McGee and Molly (NBC)	17.2
6	8	My Friend Irma (CBS)	16.5
7	9	Charlie McCarthy Show (CBS)	15.5
8	7	Amos 'n' Andy (CBS)	15.2
9	30	F.B.I. in Peace and War (CBS)	14.9
10	24	This Is Your F.B.I. (ABC)	14.8
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.9)
1	3	Counter-Spy (ABC)	11.5
2	1	Beulah (CBS)	10.8
3	4	Oxydol Show (CBS)	9.6
WEEKDAY (Average For All Programs)			(5.5)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.3
2	4	Pepper Young's Family (NBC)	9.2
3	5	Right to Happiness (NBC)	8.9
4	8	Road of Life (NBC)	8.6
5	18	My True Story (Sterling) (ABC)	8.3
6	2	Arthur Godfrey (Nabisco) (CBS)	8.1
7	14	Ma Perkins (CBS)	8.1
8	7	Romance of Helen Trent (CBS)	7.8
9	6	Backstage Wife (NBC)	7.7
10	16	Rosemary (CBS)	7.7
DAY, SATURDAY (Average For All Programs)			(3.8)
1	1	Armstrong Theatre (CBS)	10.9
2	3	Grand Central Station (CBS)	9.7
3	5	Stars Over Hollywood (CBS)	9.1
DAY, SUNDAY (Average For All Programs)			(3.7)
1	2	True Detective Mysteries (MBS)	8.9
2	3	Martin Kane, Private Eye (MBS)	7.5
3	1	Shadow (MBS)	7.4

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NOTE! Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Allied Arts

WARREN C. STICKLER, chief of examination section of Field Engineering and Monitoring Div., FCC, named communications officer of CAP's newly-licensed radio network. He will be in charge of control station for National Capital Wing of CAP and 20 to 25 stations to be in completed network.

RICHARD MANVILLE RESEARCH, national marketing and advertising research organization, moves its research and contest divisions to 225 Park Ave., New York. New telephone number is Oregon 9-2435.

GEOFFREY B. BENNETT joins Chicago office of RCA Victor Custom Record Sales Division as sales representative. He formerly was East Indian branch manager in Calcutta of Columbia Graphophone Co. Ltd.

CHARLES MICHELSON Inc., New York, announces contracts signed by KMUR Murray, Utah; WERH Hamilton, Ala.; KTTS Springfield, Mo.; WPPA Pottsville, Pa., and KTOK Oklahoma City.

RED CROSS announces that series, *Your Blood Saved My Life*, is available through local Red Cross chapters to radio stations in communities where National Blood Program is in operation.

JIM McGUINN, radio publicist, is the father of a boy, Brian, born May 16 at Tarrytown, New York.

EVERETT F. GOODMAN, vice president of Harry S. Goodman Productions, New York, is the father of a boy, born May 23.

Equipment

SAM NORRIS, previously executive vice president of Amperex Electronic Corp., Brooklyn, N. Y., elected president of corporation.

Dr. LLOYD T. DeVORE named manager of electronic laboratory at General Electric's Electronics Park, Syracuse, N. Y., effective July 1. He is presently member of electrical engineering department at U. of Illinois.

WILLIS O. JACKSON, former sales manager of Edward-Harris Co., Atlanta (DuMont distributor), appointed southeastern regional sales manager of Allen B. DuMont Labs Receiver Sales Division. He will headquarter in Marietta, Ga.

CAXTON BROWN retires as chairman of executive committee of Weston Electrical Instrument Corp., Newark, N. J. He retains his post on board of directors and is available to firm as consultant. He joined Weston in 1901.

MUZAK Corp., New York, announces price reduction of vinyl biscuits made effective immediately.

LARGE, new building purchased by RCA to provide additional 126,000 sq. feet of space for expansion of electron tube manufacturing facilities at its Harrison, N. J., plant.

PERMOFLUX Corp., Chicago, announces new cone, with ideal response is claimed, for its 8T8-1 high-fidelity, 8-inch speaker. Manufacturer reports that speaker when properly baffled compares in performance with any 12-inch speaker on market.

LaGRANGE OUTLET

FCC Grants Daytime Station

NEW AM outlet for 500 w daytime on 1300 kc has been granted to LaGrange Broadcasting Co., LaGrange, Ill., in a final decision issued by FCC. Initial ruling also has been reported to grant a new station on 1490 kc with 250 w fulltime at Greenville, S. C., to Piedmont Broadcasting Co. and to deny competitive bid of William M. Drace for the same assignment at Greer, S. C. [BROADCASTING, May 15].

In the LaGrange ruling the FCC found the outlet would cause only slight interference with three other stations and this was considered insufficient to preclude a first facility to LaGrange. Grantee is partnership of Russell G. Salter and Charles F. Sebastian. Hearing Examiner J. D. Bond in the 1490 kc initial decision ruled out the Drace bid since the applicant failed to appear at the hearing. Piedmont Broadcasting is a partnership of Vardry D. and John Arthur Ramseur; Charles B. Britt, 16% owner and general manager of WLOS Asheville, N. C., and his father, Joe H. Britt, 30% owner WLOS.

TERRACE plowing contest held near Clearwater, Kan., was attended by Governor Frank Carlson and covered by KFH Wichita.

WVAM ALTOONA
FIRST
You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD JOHNSTOWN
FIRST
HOOPER MORNING RATINGS
WARD 55.4
Station B 26.4
Station C 17.3
reWARD your client!
Feb.-Mar. '50
Mon.-Fri. 8 am-12 noon

Represented by Weed & Company

SOUTH CAROLINA'S SUPERMARKET
HAS 38% OF SOUTH CAROLINA'S DRUG SALES
MAKE IT YOURS WITH WFBC
GREENVILLE, S.C.-5000 WATTS
The News-Piedmont Station
NBC For Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

RATE STRUCTURE

NARSR Critic Answered

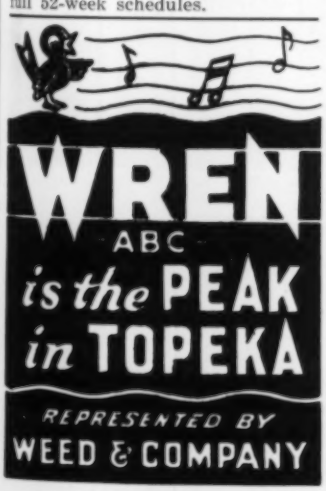
FAVORABLE comment has been received by National Assn. of Radio Station Representatives for its stand to prevent "demoralization" of the TV and radio rate structure, according to T. F. Flanagan, NARSR managing director. Replying to A. H. Kirchhofer, vice president of WBEN-AM-TV Buffalo, Mr. Flanagan defended NARSR's position as expressed in a letter to Procter & Gamble Co. [BROADCASTING, April 17].

Mr. Kirchhofer wrote Mr. Flanagan May 20 in reference to "your organization's attempts to speak for broadcasters and to your unsolicited advice as to how radio stations should be operated." He said WBEN and WBEN-TV are operated "to give the best possible service to the listening public" and added that station representatives are free to view the business "primarily as a matter of the dollars they retain as commissions on business placed with the stations they represent."

"We consider representatives subordinate to our control," Mr. Kirchhofer said. "Delusions of grandeur about their making station policy should be reduced to rubble."

Mr. Flanagan, in replying to the letter, said he was surprised "because it indicated to me that you had almost completely misunderstood our association's position." His Feb. 24 letter to Mr. Kirchhofer and the April 12 letter to P&G "were not intended to convey any responsibility on our part for station behavior, but only to prevent the demoralization of the rate structure of our industry."

The April 12 letter, addressed to Howard Morgens, P&G vice president, charged P&G was seeking three-year rate freezes from TV stations in placing its *Beulah Show* on ABC-TV. Dancer-Fitzgerald-Sample, P&G agency, said 20 stations had accepted the program on firm two-year contracts at present rates with an option for renewal the third year at rates not exceeding an increase of 33⅓% over present levels and calling for full 52-week schedules.



Production

BOB LEE, formerly announcer and continuity director of WEOL Elyria, Ohio, joins WCAV Norfolk, Va., as head of continuity and traffic departments.

CHARLES (Red) DONLEY, sports director for WSTV Steubenville, Ohio, for past two years, named assistant program director of station.

Mr. Donley

CLARENCE LEISURE, KNBC San Francisco announcer, is the father of a girl, Katherine Susanne.

TERRY KIELTY, formerly with CFRA Ottawa and WDMG Douglas, Ga., joins WEAV Plattsburg, N. Y., as program director.

PERRY GILLAM, formerly with WJJM Lewisburg, Tenn., joins announcing staff of WSIX Nashville.

JIM TRAVIS, formerly of WCNT Centralia, Ill., and **GIL GREEN,** new to radio, join staff of WJJM Lewisburg, Tenn. Mr. Travis was also previously on staffs of KOMA Oklahoma City, KGO San Francisco and KFOR Lincoln, Neb. **PEGGY MARSTON,** member of continuity department, appointed continuity editor for WJJM, succeeding **KATHERINE PATTERSON,** resigned to be married.

JERRY GAINES, with WHAT-FM Philadelphia since March 1950, appointed chief announcer at station.

BOB MATTHEWS, formerly general construction contractor, appointed to newly created post of supervisor of CBS Hollywood television facilities. He will be responsible for supervision of stage crews, scenery construction crews and property department operations.

MILTON GREEN, staff announcer at WNOR Norfolk, Va., appointed program director. **Mrs. ROSE LANCASTER** and **Mrs. NELLIE D. GRIFFIN** join station's continuity department.

CARLO DeANGELO, formerly producer for *Treasury Hour* series, *Hilltop House* and other programs, appointed producer of *Ave Maria Hour,* weekly religious program under auspices of Friars of the Atonement.

NETTIE SMILEY, formerly continuity chief at KVFD Ft. Dodge, Iowa, and **OLIVE PERCIVAL** join continuity staff of KFAB Omaha, Neb.

EDWARD P. RODEN, program manager of WHEN (TV) Syracuse, N. Y., resigns, effective June 1. He was associated with WBKB (TV) Chicago for two years before joining WHEN. Future plans have not been announced.

BYINGTON COLVIG, formerly continuity acceptance editor for KGO San Francisco, joins KECA Hollywood continuity acceptance department. He replaces **BOB ROBB,** who transfers to same department at KECA-TV, in addition to handling literary rights there.

DENNY WALKER, formerly with WJJM Lewisburg, Tenn., joins announcing staff of WNAH Nashville.

MARK SHEELER, morning man for WPIK Alexandria, Va., is author of "Mark Remarks" column for *Fairfax* (Va.) *Sentry.* Column was previously published in *Providence* (R. I.) *Herald News.*

STAN ARMSTRONG, announcer for CBX Edmonton, resigns to join radio division of publicity bureau, Dept. of Fisheries, Ottawa.

H. J. KONOW joins Norwegian section of CBC International Service, Montreal, as announcer.

GLENN RANSOM named production manager at WGN Chicago, where he has worked on production staff for past eight years. He has been acting head of department since early this year.

BOB CRAGER, program director and disc jockey at WWCO Waterbury, Conn., selected to appear on *ABC's of Music* show on CBS.

JOE PYNE, formerly of WVCH Chester, Pa., joins announcing staff of WHAT Philadelphia.

THERESA TUTTELMAN, record librarian for KLAC-AM-TV Hollywood, and George Russell, singer, were married May 16.

JIM WALTON, m.c. of *Coffee Call* on WHAS Louisville, returns to show after having broken his ankle two weeks ago.

JIMMY CAPPS, disc jockey at WPTF Raleigh, N. C., is the father of a boy, James Jr.

DON AMECHE replaces **DON McNEILL** as toastmaster on ABC's *Breakfast Club* (five-a-week, 8 to 9 a.m., CDT) for six weeks from June 26 while Mr. McNeill and his family vacation in Europe.

LEE H. BRISTOL Jr., program director for NBC-TV and Louise Baber Wells have announced their marriage.

Valentine Day Plans

RADIO is one of the media whose use is planned for promotion of Valentine's Day 1951 by the National Valentine's Day Council. Group last week selected next year's Valentine's Day poster, bearing the slogan, "The Day for Those You Love." The Council is now preparing a kit on how to sell gifts for Valentine's Day which it will release this summer. Council headquarters are at 350 Fifth Ave., New York.

VOCM St. John's, Newfoundland, has started commercial programs on Sunday. It reportedly is first station in Newfoundland to do so, others carrying only religious programs on Sunday.

NAME WELC STAFF

Station to Debut in June

RUSSELL A. MARION, formerly associated with WDVA and WBTM Danville, Va., has been appointed general manager of WELC Welch, W. Va., new 1 kw daytime station scheduled to go on the air during June on 1150 kc, according to Howard R. King, president, Pocahontas Broadcasting Co., permittee.

Other station appointments include Sid Hear, program director; Frank Harville Jr. and Francis (Sonny) Starling, announcers, and Howard R. King, chief engineer. In addition to Mr. Marion, corporation executives are D. C. Bradberry, supervisor of maintenance, McDowell County Schools, secretary-treasurer, and Sam Sidote, senior clerk, Easter Gas & Fuel Assoc., vice president. Representative will be Joseph H. McGillvra.

SFAC Elects Officers

SAN FRANCISCO Advertising Club elected new officers at its weekly luncheon meeting, May 10. Elected were:

President, Everett M. Runyon, sales promotion manager of California Packing Corp.; vice president, Charles H. Ferguson, vice president and general manager of BBDO; secretary, Helen Ennis, copy writer at Biow Co., and treasurer, Harry F. Borden, Borden Printing Co. Burton C. Granicher, Pacific Coast radio and television director for McCann-Erickson Inc., spoke on "Television—Threat to Radio."

Sell
Ohio's third largest market
with
WFMJ
5,000 watts AM
and
50,000 watts FM
WFMJ
1390 AM – 105.1 FM
Youngstown, Ohio
Headley-Reed Co.,
national representatives

Promotion

TAKING a negative approach to pushing the popularity of Bob Scholz, disc jockey for WBEL Beloit, Wis., is one of series of ads in local paper. Headed, "Beloit's most unpopular disc jockey . . . Hair raising isn't it!" distorted picture of Mr. Scholz follows with text reading, in part, "Surveys . . . prove that nobody . . . ever listens to this goof. 12,342 cards and letters received during past 12 months . . . indicate something or other. . . . The only reason we keep him on the air is that he won't let his sponsors out of the contracts they so foolishly signed."

Massive Promotion

PROMOTION which reached crowds of people attending 1950 Home Show in Washington was used by WPIK Alexandria, Va. Station, reportedly only in area which participated, used display featuring leather couches and chairs, making it one of few places where tired walkers could relax. Continuous tape-recorded music on PA. system promoted station's "pleasant music" policy. One show daily was aired from booth and a "guess-the-number-of-miniature-homes-in-the-fish-bowl" gimmick was carried. Station estimates that over 100,000 people passed booth during 10 day exhibition.

Gorgeous Gourds

YEARLY promotion on Gordon Thomas' *Top O' the Morning* show on WTMJ Milwaukee netted new high in listener requests for "Gordon's Gorgeous Gourds"—17,013 letters—highest in eight years. Previous high, set last year, was 16,685 requests. Each spring since 1943 Mr. Thomas has offered free packets of gourd seeds each morning for two weeks. Listeners enter their grown gourds in annual fall exhibit sponsored by station at Milwaukee's Radio City.

WTAR-TV Summary

BLUE-toned brochure including facts on market, coverage, facilities and programming, sent to trade by WTAR-TV Norfolk, Va. Also included is week's program log, program from station's initial presentation, *Operation Pioneer*, packet of tickets for admittance to *Operation Pioneer*, paper eyeglasses with WTAR-TV written around rims and jigsaw puzzle picture of coverage area sent to trade as pre-opening promotion in April.

'Uncle Sam' Says

UNCLE SAM was measured for a new suit—of statistics, that is—according to attractive brochure released by NBC, giving results of BMB Study No. 2. Booklet, decorated by tape measured Uncle Sam, states that "Broadcast Measurement Bureau released its Study No. 2, a coast-to-coast survey of radio listening. The outstanding fact in this is NBC's unequalled bigness. . . . In 1949 advertisers invested more money in NBC than in any other network." Booklet's well-designed pages close with slogan, ". . . NBC, America's No. 1 advertising medium."

Timebuyers' Special

"CHECK-LIST for timebuyers . . ." is legend of new direct mail promotion piece sent to trade by KNBC San Francisco. Copy urges: "Consult KNBC for a point-by-point run down on this check-list for timebuying and convince yourself that KNBC is the station of Northern California . . . the record shows KNBC is the choice most often; KNBC has more program time sold. . . ." List cites size and loyalty of audience and cost per impression as top items among 10 offered for checking.

WTVJ News Display

APPARENTLY first news promotional tie-up in television field transacted by WTVJ (TV) Miami, Fla., with Illustrated Current News for placement of promotional displays. Lee Rutwich, station manager, reports display pieces carrying news photos and WTVJ insignia are to be placed in 50 leading stores in area. ICN to service each display with news photos three times weekly with station giving each participant one spot announcement per week for sharing in promotion.

'Vertical' Audience

ELEVATOR passengers in National Bank Bldg., home of WOOD Grand Rapids, Mich., are receiving *Just Plain Bill*, *Linda's First Love* and variety of other programs offered to station's clients as "plus value." Listener reaction to date is incomplete, but elevator attendants appear enthusiastic and occasionally passengers become so absorbed they forget to get off at proper floor, attendants report. Despite heavy "vertical" audience, WOOD has no present plans for selling new elevator radio service to sponsors.

Student Documentaries

OFFICIAL charter of operation given to Futura Radio Production Co., a Junior Achievement Inc. organization, by its sponsor, WXYZ Detroit. Consisting of teen-agers, Futura Productions has been studying and working in WXYZ studios, under guidance of Jack Rellis, on development of special series of teen-age documentary radio programs. WXYZ Inc. received from Junior Achievement Inc. a plaque of appreciation for its efforts in providing leadership, advice and counsel to student group.

WHIO-TV Cards

THREE-PRONG promotion by WHIO-TV Dayton, Ohio, employs bookmarks, baseball schedules and post cards. About 2,000 bookmarks were distributed to book stores, libraries and book lovers. They picture WHIO-TV tower on front side with list of 27 top TV shows on reverse side. Baseball card bears photographs of Cincinnati Reds baseball team members on cover with schedule of all Reds games to be telecast listed inside. Bulk was distributed to bars, TV set owners and prospective owners. Direct mail material features 5 x 8½ post cards which come in blue, green and peach colors, showing imprint of WHIO tower.

WOW Tours

SEEING three major league baseball games in two days is treat in store for midwest sports fans as planned by WOW Omaha for its Tip Saggau baseball weekend. According to WOW Sportscaster Saggau, tour will leave Omaha July 22 at 7:30 a.m. to see St. Louis Cardinals play Boston Braves that Saturday night and then journey to Chicago for Sunday afternoon double-header between Cubs and New York Giants at Wrigley Field. Tour also includes all meals and sightseeing trips. Led by Mr. Saggau, trip is offered on first-come, first-served basis for $58.50 per person. Highlight of family picnic reunion at Vennelyst Park, Omaha, June 17, will be attendance of nearly 450 midwest farmers who were members of three WOW Farm Study Tours (to Europe in 1948, West Coast in 1949 and recent "New South" tour). Mal Hanson, WOW farm service director, announced that between 600 and 1,000 persons are expected.

Facts and More Facts

ATTRACTIVE blue booklet entitled "So . . . Who Listens to WQXR?" released recently by the New York station. Results of comparative study audience analysis, conducted by The Pulse Inc. for WQXR, are given in detail in booklet. Random sample of WQXR listening families and equal number of families who never listen to station were asked identical questions, and results showed that "Twice as many heads of WQXR families are in the executive classification than are found among the non-WQXR listeners . . . three times as many WQXR family heads are college graduates . . . 50% of WQXR family incomes are $5,000 a year or over," according to station report.

WTOP Joins Circus

THAT old colossal in showmanship—the circus—was put to use by WTOP Washington when Ringling Bros. and Barnum & Bailey opened in Washington May 18. Station describes "fattest, biggest, most gargantuan clown" rollicking during show carrying "gigantic, awe-inspiring WTOP microphone" right under big top. Jet black letters on mike proclaimed to circus goers that WTOP has "The Biggest Audience in Town."

WFEC's Coverage

WFEC Miami, Fla., issues schedule log which also includes map of station's coverage. Promotion piece cover contains wording, "Greater Miami's Home Station," with call letters on black banner and photo of Martha Chase, WFEC fashion editor. Data also includes listing of population figures, number of homes, valuation of real estate and general financial picture of Miami metropolitan district.

Bowling for Listeners

AIMING at listeners like tenpins, WNAX Sioux City-Yankton, S. D., has published 20,000 copies of *WNAX Bowling News* for distribution at bowling alleys in the Dakotas, Minnesota, Nebraska and Iowa, as official report of WNAX's five-state tournament held this spring in Sioux City. Over 9,210 bowlers participated in WNAX tournament. Total value of trophies — including cash — reached nearly $28,000. Another effort by WNAX is *Your Neighbor Lady* promotion which features large cards for advertisers to display at point-of-purchase. Space is available for client's imprint and cards can be distributed through field representatives.

HST'S FCC PLAN

Lucas, Benton Score Opponents

CHARGES that spiteful opposition to President Truman and other "political motivations" accounted for "some of the votes" against the FCC and other reorganization plans [BROADCASTING, May 22] and that the Senate "absolutely and completely ignored" Hoover Commission and Presidential recommendations in rejecting them were leveled in the upper chamber last week.

Sen. Scott Lucas (D-Ill.), Democratic majority leader, complained on the floor that Senators who opposed the transfer of power to the FCC Chairman "could not fall back on that objection" on the FCC plan since the President already had such power. He said the Senate had ignored the wishes of the Hoover group and President Truman.

Sen. William Benton (D-Conn.) charged that "political motivations" influenced voting on the FCC plan, and said that had it been considered earlier in the session, the "fate of [FCC and other] plans would perhaps have been different."

In the case of FCC, he told colleagues, antagonism to FEPC—"even to the President himself because of his courageous leadership on civil rights"—influenced voting against the FCC plan which was beaten by a bare constitutional majority of two votes.

The Truman proposal for FCC would have transferred certain executive and administrative functions from the Commission to its Chairman, including disposition of work assignments, control over use and distribution of funds, and appointment or supervision over all personnel.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

THIS picture of her bosses at Gray & Rogers, Philadelphia agency, and a cut-out of a blown-up bathing-beach picture of Mrs. Patricia Nelson, secretary to the firm's art department, were the bosses' gifts to Mrs. Nelson when she left to make a career of marriage. With the cutout are (clockwise) Terrance G. Casey, Charles Rae Evo, William H. Jepson, J. Philip Blank, Vincent Benedict, W. Frederic Clark, Guy Fry, Claude W. Ely Jr. and Russell R. Gazzara.

BIG 7 MEET

KMBC-KFRM Cover Event

COMPLETE coverage of an entire afternoon's track meet, known to be particularly difficult to describe from a broadcaster's standpoint, was accomplished successfully at the Big Seven Conference Collegiate meet in Lincoln, Neb., May 20, it was reported last week.

The problem was handled by Sam Molen, sports director of KMBC-KFRM, Kansas City, Mo., and is believed by the stations to be the first tried in the Midwest. Confronted by the element of time, Mr. Molen decided to use a tape-recorder to describe events as they happened throughout the afternoon. He then went on the air live from the U. of Nebraska Memorial Stadium at 5:15 p.m. and broadcast until 6 p. m.

By supplementing his direct broadcast with recorded portions of earlier events, Mr. Molen was able to condense into his 45-minute feature complete coverage of the afternoon's activity.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

WABB CASE

'Guilty' Plea Filed

SENTENCE in the WABB Mobile, Ala., conspiracy case, involving five men indicted last January in connection with an assault on a station engineer, has been set for June 19 and subsequent dates, following a guilty plea entered May 17 by J. E. Tait, one of the principals involved.

Mr. Tait, who has been identified as a former business agent of Motion Picture Operators Local 519, filed with Mobile Circuit Court a plea to an earlier grand jury indictment charging him with conspiring to assault Dean H. Durham, transmitter engineer, last January, according to the *Mobile Press Register*, owner of WABB-AM-FM.

Station's engineers have been on strike since October 1949, though WABB has continued normal operations. At that time the newspaper offered a $1,000 reward for information leading to arrest and conviction of persons who poured acid through cable holes, disrupting WABB-AM-FM and telephone lines.

KELT HEARING

FCC Sets June 6 in Electra

HEARING on the transfer and license applications of KELT Electra, Tex., was ordered by FCC last week to commence June 6 in Electra. The Commission indicated it wished to investigate whether the KELT permit has been transferred without approval.

Assigned 250 w daytime on 1050 kc, KELT seeks a license to cover its construction permit and to transfer the CP from a partnership of C. C. Elkins Jr. and Bill Frank Lindsay d/b as Oil City Broadcasting Co. to a new corporation of the same name and ownership [BROADCASTING, Nov. 6, 1949].

Commercial

RICHARD J. (Mo) MONAHAN appointed commercial manager of WAVZ New Haven, Conn. He was formerly on sales staff of KHMO Hannibal, Mo., and before that was with WEIM Fitchburg, Mass.

DANIEL H. HOPE Jr., new to radio, joins KXOK St. Louis sales department. He was formerly with sales department of General Mills.

VIRGIL V. EVANS, formerly commercial manager of WCOG Greensboro, N. C., joins sales department of WFMY-TV Greensboro. He was associated with WSPA Spartanburg, S. C., before going to Greensboro.

WILSON (Lefty) LEFLER, sales service manager of ABC Western Division, takes over supervision of all sales service and traffic matters for network's Western Division.

MARGARET MALONEY, formerly with *New Orleans Item*, joins WDSU New Orleans as sales representative.

JACK DAVIS, salesman for John Blair & Co., Chicago, for past four years, transfers to sales staff of Blair-TV, same city.

WILLIAM TODD, formerly of Montreal office of William Wright, radio station representative, appointed commercial manager of CKOX Woodstock. He is succeeded at Montreal by **GUY NEWSAN**, formerly of National Broadcast Sales, Toronto, station representative firm.

SEARS & AYER Inc. appointed national representative for WPBC Minneapolis-St. Paul.

WPOR Portland, Me., appoints Everett-McKinney, New York, as its national representative.

CHARLES GRANT Jr., former editorial assistant for Alfred M. Best Co., New York publisher, joins Pan American Broadcasting Co. as assistant advertising manager.

JULIAN F. HAAS, commercial manager of KARK Little Rock, Ark., elected president of Little Rock Ad Club. He previously served as a director and vice president.

JOHN PEARSON Co. appointed national representative of KPAC Port Arthur, Tex.

DON DONAHUE, member of sales department of WKBW Buffalo, N. Y., and **Eileen Dowling**, formerly with Wm. Weintraub Agency, New York, have announced their marriage May 12.

World Sells Series

WORLD Broadcasting System, New York, has sold its *Forward America* series featuring Walter Houston to the following stations for local sponsorship:

WTBF Troy, Ala.; WRLD West Point, Ga.; WOCB West Yarmouth, Mass.; WABJ Adrian, Mich.; KGHL Billings, Mont.; KDLR Devils Lake, N. D.; WROW Albany, N. Y.; KOLN Lincoln, Neb.; WDAK Columbus, Ga.; WEED Rocky Mount, N. C.; KSLM Salem, Ore.; KTFS Texarkana, Tex.; KSVC Richfield, Utah; WMON Montgomery, W. Va.; WSBF Beatrice, Neb.

"VIC" DIEHM says:

Watch

Your

Profits

Triple!!

when you air your Sales Message on

WAZL

HAZLETON, PENNA.

for further Enlightenment write to Vic Diehm
or
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.

FCC REVOKES

KTXN KFTM WXLT Licenses

LICENSES of three standard stations were revoked by FCC last week on grounds that transfers of control had occurred without Commission approval. They were KTXN Austin, Tex., KFTM Fort Morgan, Col., and WXLT Ely, Minn.

All three stations were given until June 7 to request a hearing on the revocation orders, which otherwise would become effective June 26. If a hearing is requested, the orders would be set aside pending final decision in the proceeding.

Meanwhile, the Commission designated for hearing the license renewal application of WJVA South Bend, Ind., a 250-w daytime station on 1580 kc licensed to St. Joseph Valley Broadcasting Corp. WJVA was extended on temporary license until Sept. 1. FCC gave no reason for its hearing order.

KTXN, licensed to Radio KTXN Inc. and assigned 1 kw daytime on 1370 kc, has pending an application for FCC consent to transfer of control to Edward C. James from Thomas G. Harris, John W. Stayton, J. Chrys Dougherty, Nat Harris Jr., Mrs. James P. Alexander, Joseph Cocke and John S. Braun [BROADCASTING, April 24]. FCC contended, however, that control already had been transferred to Mr. James through a management agreement.

KFTM, assigned 500 w daytime on 1260 kc and licensed to Fort Morgan Broadcasting Co., has pending an application to assign its license to Morgan County Broadcasting Co. Robert Dolph and Robert McCollum, licensee partners, are to hold 61% interest in the new firm with newcomers including L. R. Christensen, Corder Smith, Frank Smith, Rainsford Winslow and Charles F. Kronkow [BROADCASTING, March 6].

WXLT, licensed to Ely Broadcasting Co. and assigned 250 w fulltime on 1450 kc, has pending an application to transfer control from Charles W. Ingersoll to Lynn C. Thompson, Cornelius Thompson, Harold Henry, Cyrille Fortier, Mirth Lutnes, Nellie Ingersoll and L. W. Andrews. Mr. Andrews, who would own 16%, is a radio consultant, owner of KFMA Davenport, Iowa, and one-third owner of WTIM Taylorville, Ill. [BROADCASTING, Feb. 27].

Mr. Frank Coulter
Young and Rubicam
New York City

Dear Frank:

Never wuz much doubt thet WCHS is West Virginny's most lissened to station, but sumpthin' happened t'other day thet shore pinted hit up. Ever year th' patrol boys goes ter Washington ter see th' sights, an' this year a whole busload of 'em lit out for th' National Capital. Now, hit's oney natteral thet parents an' sech ud worry a good bit 'bout their kiddies, so arrangements wuz made fer ter notify ever' body jest as soon as th' bus got ter Washington. An' Frank, d'yuh know whut they done? They arranged fer ter call WCHS an' give th' news ter our boys here and git th' message across ter th' homes thetaway! They said hit wuz th' bestest way they cud think uv since durned near ever'one round here lissens ter WCHS! Jest 'nother proof, Frank, thet WCHS is definitely West Virginny's Number One Station, an' folks whut buys time for their clients is allus glad ter know thet. They likes ter deal with th' station folks lissen ter most!

Yrs.
Algy

WCHS
Charleston, W. Va.

Auto Budgets

(Continued from page 19)

Co. from 10:30 p.m. to conclusion. Agency for Blatz is Kastor, Farrell, Chesley & Clifford, New York.

The DeSoto-Plymouth dealers have held tight to their successful Groucho Marx show, *You Bet Your Life*, through the strike and will replace it for the summer with *It Pays To Be Ignorant*. No information is yet available as to whether Mr. Marx will be back with the dealers next fall. In addition, the DeSoto factory account has bought one week's spots on 292 stations, telling the public that cars are coming soon. BBDO is the agency for this group.

Outside Detroit, at the huge Willow Run plant of Kaiser-Frazer, things are beginning to stir, with the introduction of the new 1950 Kaiser. Spot radio in about 30 markets was used in a 10-day test. The long awaited small car of K-F is due in the late summer, and plans for this showing are just being made by K-F and its agency, William H. Weintraub Co. Spot TV in the largest markets is said to be a sure thing, with AM plans not yet made.

Chrysler Corp., for Chrysler cars, through McCann-Erickson, is about to buy the NBC-TV 8:30-9 p.m. Tuesday time for a new show, *Treasury Agent*, when *Texaco Star Theatre* abandons the 8-9 p.m. hour for summer hiatus. When Texaco returns next fall to that time, Chrysler will move to Thursday 8:30-9 p.m. on NBC-TV, according to present plans.

Lewis Sets Tour

DOROTHY LEWIS, coordinator, station relations for United Nations Radio, will leave tomorrow (May 30) on a coast-to-coast three-month tour of 50 cities. Miss Lewis will hold about 75 conferences with broadcasters and UN leaders to discuss the new United Nations code for commercial sponsorship and UN plans for the coming season.

BAB Marks 1st Year

(Continued from page 23)

undertaken and is continuing on a regular basis include:

(1) Dealer co-op bulletins, intended to keep stations posted on news of advertising campaigns whose expense is shared by manufacturer and dealer. About 200 such bulletins have been circulated for AM stations and 75 for TV.

(2) Direct mail pieces. A total of 400,000 cards have been sold to stations for their own mailing.

(3) Monthly series of retail information folders, which cover important facts about individual retail businesses. These enable local radio salesmen to have at their disposal basic facts about businesses whose advertising they are soliciting.

(4) Preparation of elaborate brochures which are intended eventually to compose a library of information on basic promotion types. The first, "Radio's Feminine Touch," was released two months ago, along with a complete directory of women's shows in radio. Others on news, farm, sports and transcribed programs are in work.

(5) Publication of "Pitch," an information sheet published at no special regularity, but whenever, in Mr. Mitchell's words, "we have something to say."

'Pitch' Achievements

"Pitch" is at least partly responsible for stimulating broadcasters against free-loading by the Army in its recruiting program, as well as for informing subscribers of all kinds of general sales news.

Now nearing completion is another strip film, with accompanying script, called "How To Pick a Winner," a presentation of national spot advertising. It is scheduled for release in mid-June.

Another project nearing fruition is the preparing of a special booklet giving tips on commercial television production. This book will show tricks of production in displaying numerous kinds of products in television, and will enable local telecasters and their advertisers to learn at a glance the techniques that have been acquired painfully elsewhere.

BAB in its first year, has done "all the things we hoped to do," says Mr. Mitchell.

But he envisions a much bigger job that should be done in a day of bigger budgets and bigger staff.

He would like to be able to underwrite new research to bolster radio and television sales talks, to expand BAB's staff to include field men, to increase the production and distribution of sales tools to help local salesmen.

Maybe if staff additions that Mr. Mitchell hopes for materialize, there'll be enough people in New York a year from now to hold a celebration for the second birthday.

RICHARDS CASE

FCC Orders New Start

A COMPLETE new start in FCC's hearing on the news policies of G. A. (Dick) Richards was ordered by the Commission last week.

The move, which strikes from the record the 2,315 pages of testimony presented during the three-week session held before the death of Examiner J. Fred Johnson Jr., was made upon motion of Mr. Richards' counsel, to which the FCC legal bureau offered no objection [BROADCASTING, May 15, 22].

The hearing is scheduled to resume in Los Angeles June 5 with Examiner James D. Cunningham presiding. In seeking a fresh start, Trial Attorney Hugh Fulton and associated counsel for Mr. Richards asserted that court decisions have upheld the need for a new start when an examiner dies in mid-trial. Otherwise, they claimed, Examiner Cunningham would be unable to judge the credibility of witnesses who testified before Judge Johnson in sessions last March.

Mr. Richards is owner of KMPC Los Angles, WGAR Cleveland, and WJR Detroit. The hearing concerns charges that he ordered KMPC staff members to slant news against the late President Roosevelt's family and certain minority groups. License-renewal applications and a trusteeship plan for the three stations are at stake.

Programs

WHEN Davenport, Iowa's city council decontrolled rents May 17, WOC-AM-FM there gave community opportunity to sit in on proceedings via tape-recorded, one hour and 20-minute broadcast. Setting up six microphones, outlet picked up all speeches from floor, from council members, and final vote by representatives. With commentary by News Director Bob Redeen, playback was broadcast at 11 p.m., little over one hour after meeting ended. Next morning, station presented edited version of previous night's broadcast.

Dance and Music Series

HISTORY of folk dances and music of America to be traced in series of three shows on WMAL-TV Washington by American U., that city. Talent is provided by local high schools through the university's Television Workshop under supervision of Ella Harllee. Van Beuren W. De Vries is director. First show, aired 11 p.m., May 25, presented Chippewa Scalp Dance, and series will continue demonstrating phases of those arts, down to the Charleston.

Watts Interviews

TRAVELING some 300 miles to Casper, Wyo., Lowell Watts, farm reporter for KLZ Denver, managed to interview two top administrative officials for his farm show when Presidential train stopped in Casper for major address. Personages interviewed were Secretary of Interior Oscar Chapman and Commissioner of Reclamation Michael Straus.

Fashion Shows

FASHION show at Easter, which was climaxed by male dancer running in bewilderment from one model to another until he had decided on his partner for Easter Parade, has grown into daily fashion program on WHIO-TV Dayton, Ohio. Show is set against background of three modern settings and distinctive floral arrangements. Apparel, millinery and accessories are furnished by local department and specialty stores and modeled by beautiful young women. Show is carried sustaining and produced by Eileen Ebelle, directed by Don Wayne and narrated by Pegge Farmer.

WBUD 'First'

FIRST for WBUD Trenton, N. J., was scored when Jack Walsh, contender for title of World's Strongest Man, lifted an elephant. Feat was broadcast by WBUD exclusively and sponsored by Gretz Beer. Strongman not only lifted elephant, when Hunt Bros. circus was playing Trenton for Lions Club benefit, but two men and platform they were standing on. Total weight, lifted four inches from floor, was 4,400 lbs., hailed as new world's record.

Celebrity Interviewer

BOB DeROOS, San Francisco *Chronicle* columnist, is featured on new celebrity interview program on KRON-TV San Francisco. Program, carrying title of Mr. DeRoos' newspaper column, "Now Hear This," is sponsored by James Motor Co., San Francisco Nash distributor. Agency is Elliott, Goetze & Boone same city.

Merchandise Auction

AUCTION audience rating program, designed both for radio and television, announced by WKBS Oyster Bay, N. Y. Designed and copyrighted by Lee Hollingsworth, WKBS president, show is presented one hour each day when different accounts donate merchandise certificates for their lead-in scripted advertisement. During period, products represented by sponsors are auctioned off to listeners who phone in bids.

Children's Hour

NEW feature for children added to Saturday morning schedule of WWSW Pittsburgh. Quarter hour feature is named *Once Upon a Time* and carries recorded albums of music and stories, spun by Ray Schneider. Feature ends at 10:15 a.m., and is followed at 11:30 by children's talent show from Enright Theatre which is sponsored by Ward Baking Co.

Audience Sells

AUDIENCE participators use *Sell It Yourself*, new show on KPIX (TV) San Francisco, to hawk their unwanted odds and ends to viewing audience. Show is handled by Lee Giroux, freelancer, and sponsored by Chemicals Inc., Oakland, on 52-week contract. Garfield & Guild, San Francisco, is agency.

One-Man Show

AMONG longest one-man shows in radio are sessions of Bob O'Donnell, disc jockey on WARC Rochester, N. Y., station claims. Mr. O'Donnell shoots records and chatter to audiences six and one-half hours nightly, except Saturday and Sunday. Saturday night finds him behind turn tables for nine hours. Over 700 fans sent telegrams to Mr. O'Donnell during his first month with WARC, station reports.

'Just Kids'

GIVING children opportunity to go to party every Saturday, KLAC-TV Hollywood has started hour weekly *Just Kids* audience participation program. Aimed at children 4 to 12 years of age, program will consist of contests, stunts and games to be indulged in by children chosen from studio audience. Chubby Roland is m. c. of program which is produced by Anderson-Snader, Hollywood.

Famous Lies

CASE HISTORIES from files of late Leonarde Keeler, perfector of lie detector and inventor of Keeler polygraph, are being aired from WGN Chicago on MBS. Called *The Hidden Truth*, half-hour show is written by Jack La Frandre, who works with Eloise Keeler, Mr. Keeler's sister. Henry Weber and orchestra supply the music as written by Kenneth Churchill.

Prisoner's Labor Aired

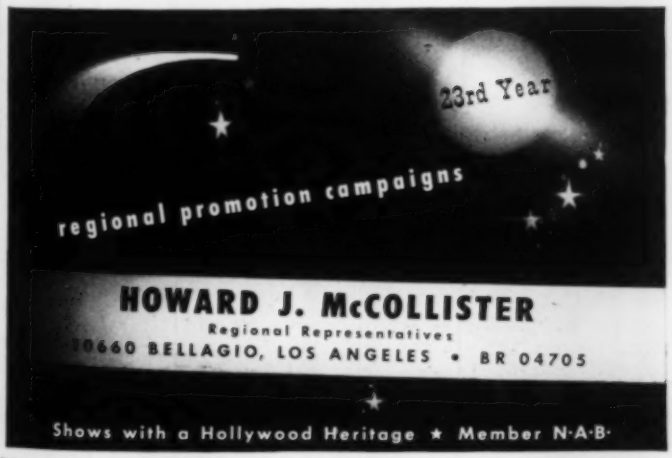
FIRST public performance of "The Bastille Concerto," written by Charlestown State Prison inmate, was given May 18 over WMEX Boston on *The Prisoner Speaks* series. Concerto was written by Prisoner Malcolm (full name withheld), who worked for more than three years under supervision of Arthur J. Marsh of Wellesley, instructor at music at State Prison Colony in Norfolk. Trumpet player in several orchestras before he entered prison, Mr. Malcolm during his sentence has studied music theory, harmony, counterpoint and composition through Massachusetts U. Extension correspondence.

WCPO-TV Programming

TELECAST of what it calls one of worst ball games on record aired by WCPO-TV Cincinnati. Outlet carried contest between team made up of Cincinnati disc jockeys and record salesmen and softball outfit representing Cincinnati Police Dept. WCPO decided to let town in on fun after platter spinners' defeats in first two non-telecast contests caused much hilarious comment. WCPO discers in lineup included Paul Dixon, Bill Fields and Walter Phillips.

All Night Sale

WOOK-FM Silver Spring, Md., remained open all night May 19 when what station called "world's most unusual marathon race" was broadcast. Occasion was in connection with birthday May 20 of D. T. Gardiner, president of Provident Life Insurance Co., as well as 57th birthday of insurance company. Sales staff of 90 worked all night to give him unique present. All worked to sell as many policies to "those who sleep usually during day as well as to those who never sleep and really need insurance." WOOK broadcast results each five minutes throughout night beginning at 8 p.m. and ending Saturday morning at 6 o'clock. Marathon broadcast was interspersed with music.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

LANG-WORTH
FEATURE PROGRAMS
SELL
SOFT DRINKS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 27 OF THIS ISSUE

Feature of the Week

Congratulating a winning farmer couple, Mr. and Mrs. J. D. Inabinet of Pioneer, Tex., is Mr. Jones (l).

* * *

Jack Shannon (l), public relations director of the Humble Oil Co. in Houston, presents the plaque to J. B. Linn, KGNC's farm and ranch editor.

* * *

IT WAS a great day May 16 for soil conservation, Texas farmers and businessmen—and for radio.

A program devoted to the "Save the Soil" awards celebration held that day originated 9-9:30 p.m. at KTRH Houston, scene of the awards-giving, and was broadcast with CBS cooperation to 15 stations in the Southwest including Texas, Oklahoma and western Louisiana.

Opening portion of the broadcast was aired from the Rice Hotel Crystal Ballroom at the special "Save the Soil" award dinner. Former Texas Attorney General William McGraw, acted as master of ceremonies. Attending were such dignitaries as U. S. Sen. Clinton P. Anderson (D-N. M.), former Secretary of Agriculture; Gen. Harry H. Johnson, U. S. Dept. of Agriculture representative in Mexico, and Jesse H. Jones, former Secretary of Commerce and KTRH owner. All are active in soil conservation work.

Stations winning awards for "Save the Soil" programming in 1949 included KFRD Rosenberg, KGNC Amarillo and WFAA Dallas, all Texas [BROADCASTING, May 8].

Following Mr. McGraw's reference to notables attending the dinner, the program scene shifted to KTRH studios where a panel made up of outstanding farmers and businessmen discussed soil conservation. Panel talks were led by George Roesner, KTRH farm director, and Waters Davis Jr., president, National Assn. of Soil Conservation District Supervisors.

At the program's close, the broadcast returned to the ballroom where Texas Gov. Allan Shivers made the special "Outstanding Farmer of Texas" award to Merrell J. Stewart of Garrett's Bluff. Program climaxed KTRH collaboration with the NASCDS in organizing and coordinating "Save the Soil" efforts as a public service.

Stations carrying the program were KTUL Tulsa; KOMA Oklahoma City; KWFT Wichita Falls, Tex.; KLYN Amarillo; KRLD Dallas; KWKH Shreveport, La.; KLOU Lake Charles, La.; KTBC Austin; KTSA San Antonio; KEYS Corpus Christi; KGBS Harlingen, Tex., all CBS affiliates; and Texas State Network stations KBST Big Springs; KRBC Abilene and KGKL San Angelo.

WAVE WON'T SELL YOU ON RIDING HABIT (Ky.)!

Sure, we've got horse sense! Plenty of it! Enough, in fact, to keep us from trying to sell you on riding Habit (Ky.)....

WAVE's blue-ribbon entry, and the only sure-thing winner around here, is the 27-county Louisville Trading Area. We rope, saddle and ride this baby to a fare-you-well, and this "billion buck" market is worth almost as much to you as *all the rest of Kentucky combined!*

How about corralling *Louisville?* Let us spur you on with facts!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

On All Accounts

WHEN Bob Stuart walked into Lannan & Sanders Ltd. last October, his purpose, as a station representative, was that of trying to sell. But instead of selling his clients to the Dallas advertising organization, Bob sold himself. Today, as radio-TV director, he is in charge of billings which on one account alone are expected to top $100,000 for 1950.

Not yet 25 years old, Robert Emmett Stuart packed his career with a wide variety of experience before joining Lannan & Sanders. Born Oct. 27, 1925, he was reared in Texarkana, Tex. His father was a men's clothing salesman-merchant, his mother a writer. After the death of his mother — Bob was only six months old at the time—he was reared by a widowed aunt. Completing the Texarkana schools, he successively attended Southwestern U. at Georgetown and Texas U., both Texas institutions.

BOB

He did not take a degree, deciding that experience was better. He went to work and studied nights.

The story of those years of Bob Stuart's life would be far from complete without mentioning that in 1942 he decided to help Uncle Sam with some very important business. "Misrepresenting" his age—he was only 16 at the time—he enlisted in the Navy. He served until 1945 in the submarine service, getting, as he put it, "a few of the usual medals."

While still in the service, he became interested in radio as a vocation. He did freelance production work on the West Coast. Then there were a few false starts in movies, band business, PR and some more radio. Next he did some audio-visual educational material, such as film and transcriptions for submarine training units.

Finding the West Coast too crowded after the war, he tried college for a while. Then, hearing that a new station (KFTS) was opening up back in the old home town, he dropped in to chat, offered to help out writing some copy and was hired.

He next joined KNOW Austin as chief announcer, went to KCNC Fort Worth as assistant program director and then accepted the managership of KNET Palestine. Next came the general managership of KELL Waxahachie-Ennis. The KELL CP, however, was not acted upon, the stockholders did not construct, so Bob joined Ken Silson as assistant manager of Ra-Tel Reps, establishing the Dallas office. Then came his affiliation last October with Lannan & Sanders.

As Lannan & Sanders radio-TV director, a one-man department, Bob Stuart is perhaps proudest of his connection with the account of the far-flung Transcontinental Bus System, holding corporation for the separate operations, Pacific Western, Rocky Mountain, Dixie, Southern and Continental bus systems.

Radio Billings

Radio billings of the Transcontinental account began on April 26, 1948, when the Lannan & Sanders agency was formed. From billings of less than $10,000 in 1948, with 1949 slightly higher, Transcontinental's billings this year will top $100,000, based upon task appropriations and budgets expended to date. This will not include television, Bob says, but that medium has a budget in reserve appropriated in addition to others.

As of this date, Bob reports, Lannan & Sanders has only one other account active in radio. Several others of a regional or local nature are in the planning stage but will not allow disclosure of any details, he said.

Bob and Greta Louise McLarty were married April 26, 1947. The Stuarts have two sons, Robert Emmett II, born Feb. 29, 1948, and Arlie Terrill, born March 29, 1949.

When it comes to clubs and fraternities, Bob puts himself down as mostly a non-joiner. He is now serving an elected term as a vestryman at St. George's Episcopal Church in Dallas, handling advertising, publicity, promotion and planning.

His hobbies are writing—fiction and non-fiction for stage, screen, radio. He ghost-writes several accounts on a freelance basis, indulges musically with the bass and the drums and is interested in all sports.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
NEW MARKET STUDY NOW READY
Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.
CBS

MAY 29, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Everyone is watching
these outstanding **TV** stations...

WSB-TV	Atlanta
WBAL-TV	Baltimore
WNAC-TV	Boston
KFI-TV	Los Angeles
WHAS-TV	Louisville
KSTP-TV	M'p'l's-St. Paul
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio

. . . . . They are all leaders in their markets with years of showmanship, business and broadcasting experience behind them and are represented by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

One of *Paramount's* TRANSCRIBED SHOWS: A half-hour—once a week—of hilarious comedy and heart-lifting melody served up in robust Western style. M.C'd by the smiling Western-TV star, Spade Cooley, one of the most versatile and ingratiating personalities on the West Coast.

FORMAT: Film-recorded highlights of the regular Saturday night jamboree at the mammoth Santa Monica Ballroom as telecast by KTLA, Los Angeles. Featuring Spade Cooley and his popular Spade Cooley Orchestra, with such talented artists as Ginny Jackson and Les Anderson, plus a 10-gallon-Stetson-ful of guest variety acts every week.

RATINGS: The Spade Cooley program on KTLA usually ranks among the West Coast's "Top 10" most popular TV shows, frequently climbing into the "Top 3." It boasts the phenomenal average Hooper Telerating of 36.4 for the 9 months (Aug. '49-Apr. '50) that television audience measurements have been reported for the Los Angeles market. The Hooper ratings are confirmed by Videodex, which reported Cooley in No. 5 spot for April, and by Tele-Que which also reported Cooley in its April "Top 10."

Available soon to advertisers in one or more TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. Open-ended for commercials. Other *Paramount* transcribed programs include "Wrestling from Hollywood" and "Time for Beany," popular 15-min. 5-times-weekly puppet adventure series . . . at a fraction of original production costs.

KTLA
Paramount Television Productions Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Sales Office · 1501 Broadway, New York 18 · BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

MAY 29, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

JONES HITS 'FOXES'

Raps 'Multiple Interest' Operators

FCC COMR. Robert F. Jones warned sound broadcasters last week against "foxes" of the industry who, he said, may be interested in seeing sound radio live "just long enough to make the transition" to television.

At the same time he expressed a fear that UHF television broadcasters may find themselves "in the same box" that FM is in today, if manufacturers fail to push UHF reception equipment.

Speaking Wednesday at the annual spring meeting of the Ohio Assn. of Broadcasters at Columbus (story page 44), he reiterated that he felt radio and TV can live "side by side."

But "foxes" do exist, he warned, identifying them as "the multiple interest broadcasters, who, oddly enough, have the best sound facilities and who, as I have said before, skim off the cream of the advertising dollar in sound broadcasting in Ohio."

He continued:

I identify a multiple-interest broadcaster by investment and annual return. That is, a broadcaster whose investment and annual return on sound broadcasting is a small fraction of his total investment and annual return in television station ownership, television network ownership and operation, and in television receiver manufacturing — and frequently more than one of them.

Now, if you recognize the fact that his interest in sound broadcasting is about to be small compared to the vast potential of earning power in this new medium of television — whether it be station ownership, network ownership and operation or television receiver manufacturing — then I think you are heading for real trouble if you don't recognize the fox slinking along the trail.

You sound broadcasters are not confronted with a competitor who is primarily interested to see this medium live, but one who may be interested in seeing it live just long enough to make the transition to the new medium.

He warned that if clear-channel stations get additional power, then other sound broadcasting stations will have to compete with "a super-signal from super-power stations." Further, he asserted, when and if the network owner decides that TV dollars are easier to get than sound radio dollars, then he can "blow the whistle on every network-affiliated sound broadcaster's rate card by merely refusing to renew the affiliation contract except at a lower rate."

Mr. JONES

* * *

Escape from "the effect of such a toboggan," he said, lies in increased emphasis on local programming—"selling time on a local basis to local merchants."

Radio-TV Accord

But Comr. Jones found evidence "on every hand" that radio and television can live side by side. "History," he said, "confirms the prophets that no wide-awake medium of intelligence has ever gone into complete eclipse because of the introduction of another medium."

In the television field, he conceded there is basis for "concern" about operations in the little-known UHF region. He considered it clear that manufactures will not build UHF tuners into VHF sets

(Continued on Telecasting p. 13)

SWIFT APPOINTED

WCBS-TV Key Posts Filled

IN LINE with its policy of integrating AM and TV operations on an administrative level, CBS last week appointed G. Richard Swift as general manager of WCBS-TV New York in addition to his position as general manager of WCBS (AM), the network's key station.

Mr. Swift

At the same time, Mr. Swift announced other appointments to key positions on his staff.

Clarence Worden, WCBS director of special features and public service, was named assistant to Mr. Swift. Richard Doan, former administrative head of Martin Stone Radio Assoc., New York production firm, was appointed director of TV programs. George R. Dunham Jr., eastern sales manager (television) for CBS Radio Sales, was named sales manager of WCBS-TV.

Don Ball and Don Miller will remain as program director and sales manager, respectively, of WCBS (AM).

TRI-COLOR TUBES

Two More Announced

DEVELOPMENT of two more tri-color direct view TV tubes were reported to FCC last week, one by Paramount Television Productions Inc. and Chromatic Television Labs. Inc., and another by Don Lee Broadcasting System.

Allen B. DuMont Labs. reported it had received a patent for a new tri-color, single-gun tube just a fortnight ago which has both camera and receiver applications [TELECASTING, May 22].

Paramount indicated its tube is to be ready for showing about June 15 and requested permission of FCC to participate in the color TV hearing to offer evidence. Details of the tube construction were not revealed.

Don Lee Broadcasting, according to Willet H. Brown, network president, has filed application for patents for its tube under the name of "Color-Vision." Mr. Brown made the disclosure in a report to FCC on the first six months of intensive "Color-Vision" and stereoscopic television development conducted at the network by Harry R. Lubcke, director of television research and color for Don Lee Broadcasting.

In the Paramount-chromatic petition, filed by Paul A. Porter, ex-FCC chairman and member of the Washington law firm of Arnold, Fortas & Porter, it was explained Paramount Television Productions is a stockholder of Chromatic Television Labs. and is collaborating with the latter "in development of a new tri-color direct view tube which can be utilized in all of the color television systems which are under consideration" in FCC's color TV hearing.

Termed Compatable

It was explained Chromatic was organized specifically to develop and produce this new tube and it has entered into contracts with Machlett Labs. Inc., Springdale, Conn., "for the purpose of the manufacture of experimental tubes employing a new design and principles heretofore undeveloped which are unique and provide a new method of achieving high-definition color in a 6-mc band." The tube was termed completely compatible with existing monochrome transmissions.

Copies of the patent applications already have been supplied FCC in early May, the petition said. Paramount did not know of the development until February 1950, it was explained, and hence was not in a position to enter the color hearing any earlier. Paramount is a party to the reallocation proceeding.

"For the Commision to refuse to consider or evaluate an analysis of present proposals and how they may be integrated into a plan under which all systems can function would be retrogressive in character," the petition said, and would "eliminate from consideration an important development which gives promise of affording a workable solution to some of the complex issues which are involved in this proceeding."

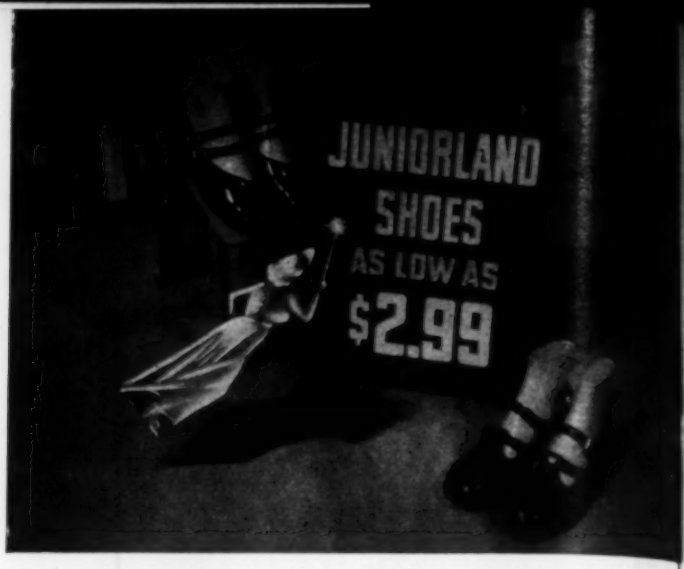
Contributing Components

In the Don Lee report to FCC, Mr. Brown explained that the devices to be used for single tube reception of color television images are being proposed as contributing components for finally-approved color TV standards rather than as a new color system. Although varying from other systems, he stated, they can apply to any or all three of the existing systems.

XUM

Television Rings

The Register For NATIONAL SHOES



TYPICAL scene from one of the film commercials for National Shoe Stores.

"NATIONAL Shoes ri-ing the bell!"

For years that phrase, set to music, has been the radio theme of the 77-store National Shoe Co. chain in the New York area. But recently the firm invaded television and the theme proved as prophetic as it is lyrical. National Shoes rang the bell with a resonance that is still echoing in the steady peal of its cash registers.

Emil Mogul, energetic president of Emil Mogul Co., agency for the shoe advertiser for whom these bells toll, hails the success as sustentation of her belief that tall results can be achieved on a small budget in television if the campaign is intelligently planned and conscientiously executed.

The specific success to which Mr. Mogul refers saw a mail return of 8,000 post cards within a 48 hour period as a result of a straight commercial announcement over a local television station, WATV (TV) Newark.

However the story of the coup is not that of a one-day wonder, but rather one of careful planning that led to this spectacular climax.

Actually, the story began with a problem. National Shoes previously had been using radio and newspapers, measuring results strictly by the total of its sales slips. There were few abstractions in the picture. In contemplating television, the problem was whether the advertiser could use the new medium in the same way. In short—could television sell merchandise profitably for the comparatively small-budget advertiser?

Together National Shoes and the Mogul agency set out to seek the answer. Their first task was to find the proper type of TV vehicle to carry their message. After much deliberation they decided on an hour-long program of western films once a week for a 13 week test on WATV.

The reasons for their choice were several: The program had a ready-made and loyal audience with an average Pulse rating of 10, a lot higher than many more expensive shows. It offered an opportunity to use both film and live commercials to exploit every facet of the medium's possibilities. Moreover, it delivered that audience on a budget of around $600 a week, including studio, rehearsal and talent costs.

* * *

The firm planned to use the opening and closing portions of the program for institutional commercials on film; and the minute spots during the program intermissions for live presentations of specific merchandise—shoes, hosiery and handbags.

The problem of doing two effective, entertaining film commercials on a reasonable budget had to be solved. The agency's scripts called for a bag full of tricks including intricate stop-motion effects. The agency originally received estimates from producing studios for as high as $7,000 per film. However, it finally engaged its own technicians and turned out the two films for a total of $3,000.

As for the intermission live spots, these commercials were kept simple and direct, concentrating on specific items of merchandise.

For the first four weeks this format continued with encouraging results. The first general reactions were good. Each week, store managers reported a large number of specific requests for the TV items. The program maintained its high rating and despite competition on other channels, it reached number seven position among the 10 top multi-weekly shows. National Shoes felt quite sure it was on the right road in television and the agency was almost ready to chalk up a modest success.

It was then that the bells, almost inadvertently, began pealing. The agency decided at that juncture to

* * *

COMMERCIALS for National Shoe Stores' video program start in this story board conference at Emil Mogul Co. Agency executives who participate are (l to r) Max Sapan, television director; Jerome Sanders, art director; Milton Guttenplan, account executive; Myron Mahler, copy director; Emil Mogul, agency head; Helen Munroe, research and production director, and Bob Wanderman, assistant.

Business of Telecasting

One of a Series

check the geographical distribution of the program's audience against the locations of National's 75-odd metropolitan stores. Thus the regular commercials were replaced by a straight announcement of a fairly conventional offer: If within 48 hours the televiewer would send his name and address on a penny postcard, National would reward him with a 20% discount certificate usable for any purchase at any National store before a certain date.

The agency considered 500 post cards an acceptable response for the purpose of the test. But, playing it safe, it ordered 1,000 certificates. Almost twice that number of requests came in on the first mail after the initial announcement, and by the end of the 48-hour deadline, an avalanche of more than 8,000 cards had been received.

The advertiser renewed the program for another 13 weeks, and it is still running. And the bells are still ringing.

Of National Shoes overall budget of $200,000 yearly, 85% is still being devoted to radio. In that medium the firm uses 14 quarter-hour programs per week on WINS New York for *Showtime* and *Listen to Lacey;* 12 10-minute programs weekly on WMCA New York with *Mr. & Mrs. Music, Top Tune Time, Bandstand, Sweet and Solid* and *Music Box,* and three quarter-hour programs on WNEW New York on *Make Believe Ballroom.*

Other Announcements

In addition, National uses 15 announcements per week on WLAD Danbury, Conn; 18 announcements per week on WTTM Trenton; 35 announcements per week on WINS New York, 35 announcements per week on WMCA New York; 17 announcements weekly on WNEW New York; 12 announcements per week on WHOM New York; and 27 announcements a week on WOV New York.

Radio has been a substantial factor in the success of the company. National Shoes began originally with one store in 1924. Consistently using spots and local radio it has expanded until today it embraces more than 75 stores in the New York area.

Louis Fried, the original owner of the stores, is president and general manager. Mac Siegal is in charge of real estate and labor, Irving Siegal is head of the women's division and Fred Siegal is store personnel head and display manager.

Snow Crop on NBC-TV

SNOW CROP Frozen Foods, New York, through its agency, Maxon Inc., New York, will sponsor a show featuring Faye Emerson, starting June 7 on NBC-TV, Wednesday, 8-8:15 p.m. for 13 weeks. The program was sold by Rockhill Radio & Television. Miss Emerson also appears in a television show sponsored by Arnold Bakeries, New York, through Benton & Bowles, New York, on CBS-TV, Sunday, 10:30-45 p.m.

TOASTING the special origination of CBS-TV's *Toast of the Town* in Philadelphia is this group of sponsor, agency and network representatives. L to r: Ray Scott, chairman of Philadelphia Lincoln-Mercury Dealers' Assn.; Richard Boutelle, firm's Philadelphia district sales manager; Donald W. Thornburgh, president, WCAU-TV (CBS) Philadelphia; William Matthews, Kenyon & Eckhardt Inc.'s eastern area L-M field representative, and Norman Bertels, K&E administrative assistant to the account supervisor on L-M.

BEHIND WALLS
It's TV Grandstand Seats

THERE's at least one group of baseball fans who line up to a man behind continuance of telecasting the games. According to Jim Woods, WAGA-TV Atlanta, this group has sent him a fervent appeal for continued telecasts of the Atlanta Crackers' games in the Southern League.

Urging Mr. Woods to "encourage the fans to come out to see the fine games that the Crackers are playing," the letter writers said they too would like to see the games at the ball park "but where we are employed, we are restricted from going to ball games." With TV, they said, "we are not worried about admission, we have the price of a ticket every time the Crackers play."

The letter to Mr. Woods came from Cherokee County Prisoners at Canton, Ga.

KSL-TV Studios

STUDIOS are being remodeled for use by KSL-TV Salt Lake City, with operation slated to begin at that site sometime after mid-June, C. Richard Evans, general manager of KSL-AM-TV, has announced. Facilities will be housed in building at 145 Motor Ave., and include a 200-seat auditorium on the first floor and main studio on the second floor, along with dressing rooms and film service laboratories. Studios will be located on both floors. KSL-TV, which has shared space with KSL-AM since June 1949, will introduce a variety of locally-produced shows and utilize new TV techniques, including use of stage setups without loss of time in scene-changing. Programming and staff personnel will be increased, station announced.

WKZO-TV STARTS
Program Service Thursday

PROGRAM SERVICE will be inaugurated formally Thursday (June 1) by WKZO-TV Kalamazoo, Mich., John E. Fetzer, owner-president of Fetzer Broadcasting Co. (WKZO-AM-TV), announced last week. Station will serve western Michigan and northern Indiana on Channel 3.

Mr. Fetzer

WKZO-TV has been on the air with test programs during April and May. Dealers and distributors report TV sets are on the move in Grand Rapids, Kalamazoo, Battle Creek, South Bend, Elkhart and other principal communities in the area. Grand Rapids dealers, according to Mr. Fetzer, are noting "above normal" TV set sales.

Station's monthly analysis obtained through dealers and distributors shows 50,909 TV sets in the average 40-mile area and 61,851 sets in the average 50-mile area of WKZO-TV as of May 1. It is estimated two thirds of total sets which rely on intermittent service from Chicago and Detroit will be in the position to receive primary service from WKZO-TV.

Local origination of programs will continue until such time as the new inter-city relay system from Detroit and Toledo is effectively operating for network service, Mr. Fetzer said. He expects formal announcement of network plans after the relay system is completed.

BELMONT Stakes, June 10, will be telecast by direct relay from WLWT (TV) Cincinnati, WAVE-TV Louisville.

WGN-TV EXPANDS
Buys New RCA Equipment

WGN-TV Chicago has bought $120,000 worth of electronic equipment and accessories from RCA, Station Manager Frank P. Schreiber announced last week. Purchase includes five video cameras and facilities for control room, audio and monitoring. Equipment will be installed in station's new TV studios, 7A and 5B, in the new WGN Bldg. about July 1, Mr. Schreiber said.

Studio 7A, 32 by 70 feet, is designed along the same lines as 6A, now in use. The new studio will have a three-camera chain, with a catwalk which gives additional space for lights and scenery. The other studio being built, 5B, is 31 by 25 feet, and will have two cameras. It will include a modern kitchen set-up used on current shows and a small living room set for interviews. Each studio is being built on the "room within a room" principle, Mr. Schreiber said, with surrounding air cushions and shock absorbers.

WGN-TV will move its entire facilities from the Daily News Bldg., where it has headquartered since going on the air two years ago, after these new studios are put into operation. Fourteen studios will eventually be housed in the WGN Bldg., seven for AM, four for TV and three to be shared.

NBC-TV 'REVUE'
Nine Take Saturday Show

NBC-TV's *Saturday Night Revue,* 2½ hour variety show, will be sponsored by nine advertisers when it returns to the air Sept. 9, after a summer hiatus. Three sponsors have purchased half-hour portions of the show. They are Campbell Soup Co., through Ward Weelock Co., New York, 8-8:30 p.m.; Snow Crop Foods Inc., New York, through Maxon Inc., same city, 9-9:30 p.m.; Crosley Division of Avco., Cincinnati, through Benton & Bowles, New York, 10-10:30 p.m.

Six advertisers who have purchased one-minute spots are: Whitman's Chocolate Co., through Ward Wheelock Co.; Johnson's Wax, through Needham, Louis & Brorby; Wildroot Hair Tonic, through BBDO; Minnesota Mining Mfg. Co. for Scotch Tape, through BBDO; S.O.S. Cleanser, through McCann-Erickson, San Francisco, and Benrus Watch Co., through J. D. Tarcher Co.

KLAC-TV Gross Climbs

GROSS close to $1½ million this year is expected at KLAC-TV Hollywood, Don Fedderson, vice president and general manager, has announced. According to Mr. Fedderson, the station has been out of red since March 1, and with daylight operation during the past two months billing averaged about 600% greater than that of last year.

ATTENDING a CBS color TV demonstration in New York are (l to r): William Lodge, chief engineer for CBS; Ina Lindman, dir. of home economics, United Fruit Co.; Herb West, head of BBDO's TV unit; Chiquita Banana (Helen Bosshard); Frank Silvernail, head of BBDO time-buying; W. A. Pleuthner, BBDO v. p.

FIRST anniversary of *Mohawk Showroom* (NBC-TV Mon., Wed. and Fri., 7:30-7:45 p.m.), is the occasion for this cake cutting by (l to r) Charles R. Denny, executive v. p. of NBC; Roberta Quinlan, seen on the show; Herbert Shuttleworth, executive v. p., Mohawk Carpet Mills Inc.

DETAILS of this transmitter, made by General Electric for Zenith Radio Corp. and its experimental Phonevision broadcasts in Chicago, are discussed at GE's plant in Syracuse by F. P. Barnes (l), GE broadcast equipment sales manager, and Charles Probeck, Zenith transmitter engineer.

THE NBC-Hofstra study on television's sales effectiveness is discussed by (l to r) Ernest B. Loveman, v. p. and gen. mgr., WPTZ Philadelphia; James Spillan, v. p., Benjamin Eshelman Agency, and pres., Poor Richard Club; J. B. Conley, gen. mgr. Westinghouse Radio Stations.

VIEWING a kinescope of NBC-TV's *The Jack Carter Show* are (l to r) Paul Levinger, v. p.-gen. mgr., Speidel Corp., sponsor; G. William Anderson Jr., account executive, SSC&B Agency, and Harold Rosenquist, Speidel's advertising manager. Speidel is sponsoring the show for three weeks (started May 27).

SPOT TV Clinic luncheon held early this month in New York by National Assn. of Radio Station Representatives brought together this quartet (l to r): C. A. (Fritz) Snyder, advertising director, Bulova Watch Co.; Norman Farrell, Weed & Co.; Jack Brook, Free & Peters; James LeBaron, RA-TEL.

HIGH VOLUME

DuMont Sees $2 Billion For TV This Year

BUSINESS VOLUME of the television industry generally will reach $2 billion in 1950, compared with an estimated $1 billion in 1949, Dr. Allen B. DuMont, president of Allen B. DuMont Labs., predicted at a joint luncheon meeting of the American Television Society and the Sales Executives Club last Tuesday at the Hotel Roosevelt in New York.

Television sets for the year will reach six million units and these, plus installation fees, the sale of network and station time, would bring the volume up to $2 billion or more, he said.

Sales of products on television have increased, Dr. DuMont said. He referred to the recent survey by McCann-Erickson which showed sales of merchandise in television areas were up 19 to 37% compared with non-television areas.

Mark Woods, vice chairman of ABC, said that "television is rapidly becoming the greatest force for sales, entertainment and education that the world has ever seen."

Urges TV Use

Glenn Gundell, advertising manager of National Dairy Products Corp., said that although the cost of television advertising is high "large national advertisers cannot afford to wait until television comes of age."

He predicted that no other media except radio will be affected by television and that within five years radio and television would be a single unit. Sound radio would be used without pictures during most of the day and video at night.

He reported that Kraft sales from television expenditures were successful and that 12 more stations were going to be added next fall to the *Kraft TV Theatre*, now carried in 27 cities on NBC-TV.

G. Bennett Larson, vice president and station manager of WPIX (TV) New York, told the group that live television commercials could sell better than film. He said WPIX was planning to maintain a fleet of mobile units which could bring advertising merchandise to the viewer from the point of sale.

Hugh M. Beville Jr., NBC director of plans and research, said television has been the subject of gloomy forecasts which have all been subsequently proved untrue. In 1947, it was eyestrain; in 1948, the doom of movies; in 1949, disastrous effect on sports gates, and in 1950, the degenerating effect on children's school marks and their home work.

All of these actually have failed to materialize according to scientific research, he said, except for the effect upon school children, and we still haven't a really definitive study on that, he noted. But recent studies by school officials in Chicago and Washington have revealed numerous beneficial effects of TV.

COMBATS STRIKE

Rich's Sells Via WSB-TV

'MODERN' selling plan was employed last week by Rich's Inc., Atlanta, one of the South's leading department stores, which turned to WSB-TV Atlanta when the city's transit strike tied up merchandising activities of local retailers.

Since shoppers were unable to get into town to see the merchandise, Rich's management decided to use TV to bring the merchandise into the shoppers' homes, via a TV program called *Rich's In Your Home*.

WSB-TV cameras and production staff originated at Rich's the 11 a. m. and 2 p. m. periods of "television selling" on heavy shopping days—Thursday, Friday and Saturday. Viewers were urged to call the store's personal shopper and indicate their merchandise desires. An assortment of each item was then placed before cameras and the viewer allowed to make a selection, calling the choice in to the store.

KBTV NOW WFAA-TV

Change Marked by Simulcast

WFAA-TV Dallas, owned and operated by the *Dallas Morning News*, began operations under those call letters May 21 marking the event with ceremonies attended by close to 900 employes of the newspaper and WFAA - AM - FM - TV. The TV outlet formerly carried the call letters KBTV [TELECASTING, May 15]. E. M. (Ted) Dealey, president of the *News* and WFAA, and Martin B. Campbell, general manager of all WFAA operations, were heard in speeches that formed part of a simulcast from Dallas Fair Park.

Event also was marked by NBC, and the station's $95,000 telecruiser was used to handle the remote program. The TV outlet was purchased last January from Oilman Tom Potter who built it in 1949. WFAA-TV is licensed for Channel 8 (180-186 mc) with power of 13.5 kw aural, 27 kw visual.

TV Bulletin Issued

TELEVISION BULLETIN, bimonthly series released by The Advertising Council to inform agencies, advertisers, networks and stations of the Council's campaigns, has been released for the May-June period. The eight-page folder lists the public service campaigns to which The Advertising Council will give special emphasis and includes a list of materials available free of charge for each campaign.

COLOR HEARING NEARS END

CTI Testimony Heard

COLOR television hearings before FCC neared the finish line Thursday, with only two witnesses remaining to be heard. Testimony was confined to cross examination and rebuttal on Color Television Inc.'s demonstration of its system for FCC at San Francisco May 17 [TELECASTING, May 22].

At the close of Thursday's session, FCC expressed hope that the hearings, which started last September, would wind up Friday or today (Monday) at the latest (see story AT DEADLINE). Remaining witnesses were Samuel B. Smith, San Francisco patent attorney and engineer, for CTI; and E. W. Chapin, head of FCC Lab Div., on further interference experimentation in the laboratory.

Col. Donald K. Lippincott, patent attorney and CTI color expert, explained procedures of CTI in its demonstration and under examination directed by counsel summarized the firm's position in the hearing. He indicated CTI would favor a multiple standards decision on an experimentation basis.

CTI presented in evidence a report outlining a limited amount of field testing it has made of its system. Also included were diagrams of its interlaced shift; co-channel interference tests; TV synchronizing waveform, horizontal deflection and sync unit, all demonstrated in San Francisco.

Characteristics already shown by CTI, Col. Lippincott said, are sufficient to make the system "ready for standardization." However, he modified his statement to point out that all equipment used by each of three systems have been "makeshift and obsolete" in character. He suggested that before the Commission sets standards, the systems be demonstrated with the use of a direct view tube, such as the type produced by RCA, giving "controlled conditions for comparison."

More Work Needed

Emphasizing that commercial color telecasting would not be practical now, Col. Lippincott stressed the need for more "technical development before receiver sales are encouraged." The direct view tube, he said, was one of those technical refinements which could be put to immediate use. He said CTI had been promised a Lawrence direct view tube from Paramount within 60 days from the date of the San Francisco demonstration (see story, TELECASTING, p. 3).

Of the compatible systems, Col. Lippincott continued, "CTI is the most reliable." He said an estimated 15-20 unsolicited telephone calls were received by his firm at San Francisco from public viewers of the black-and-white transmissions during the color demonstration. Most of the callers asked when they could buy receivers, he said.

Strength of the CTI system, Col. Lippincott said, is its synchronizing signal which "is most applicable to select the line or field sequentials." He said he noticed no color breakup of the CTI picture during the demonstration and added that he believed the interlace shift was the best pattern (double shift in which each picture line appears in all three primary colors—green, red, blue—in the course of six field scannings).

He said the CTI system could be preferred over RCA or CBS because of its "extreme accuracy to which synchronization must be maintained for a high fidelity of color." Col. Lippincott reiterated that "there are serious technical problems in the RCA system" and that regardless of the improvement the direct view tube may make, these inherent weaknesses will remain.

Hits RCA

Questioned on CTI President Arthur S. Matthews' statement in San Francisco charging RCA with monopoly in the radio industry, Col. Lippincott said "such an excess of [patent] power is appalling to me." He called for an open pool of patents in the communications field to permit independent inventors to find a salable market for their developments. RCA, he said, is the only market to which inventors can bring their creations.

He indicated that both he and Mr. Matthews were urging the Commission, if it should adopt RCA standards, "to see that the [monopoly] power not be abused." Mr. Matthews had charged RCA with holding or controlling 9,000 patents in the radio field, employing licensing rules and requiring royalties from manufacturing competitors while continuing to be "both patent licensor and competing manufacturer."

Compatability Issue

CTI's supremacy over the CBS color system, Col. Lippincott said, could be summed up in one word—compatibility.

If the FCC could hold up its color decision until all parties involved in the proceding were supplied with a direct view tube, the CTI expert said, the systems could be demonstrated on an equal basis and the Commission "could go on and allocate channels in the UHF and the VHF."

Comr. George E. Sterling asked the witness what technical developments would be worked upon by CTI should the FCC "give you another year?"

Col. Lippincott said he believed his firm would experiment further on phosphors, on its circuits and on other developments which may materialize in the future.

Multiple standards, he said, would be welcome by CTI "on an experimental basis" but for commercial purposes, problems would "roll up like a snowball." The colonel pointed up the "invested rights of receiver buyers" which, he said, would be jeopardized by authorization of multiple standards for commercial color telecasting.

Experimentation, he said, would give CTI time to "prove our system to the satisfaction" of the Commission, the experimenters and to the public. Conversion of sets from UHF to VHF, he opined, would be a big undertaking, but "that would be nothing like the problem of converting sets from black-and-white to color."

MOVIES WARNED

Join With TV—Streibert

THEODORE C. STREIBERT, president of WOR (AM, FM, TV) New York and board chairman of MBS, last Thursday warned the motion picture industry to wake up and get together with television before it's too late.

Interviewed in Hollywood, Mr. Streibert said that the movie maker has "a so-what" attitude about TV. The picture business is forgetting—on purpose—a fundamental of the entertainment world—that "the show is the thing."

CBS LAND PURCHASE

Plans Coast TV City

WITH price said to be in excess of $2½ million, CBS is purchasing acreage at Beverly Blvd. and Fairfax Ave. in Los Angeles, including that occupied by Gilmore Stadium, to erect a West Coast Television City.

Initial parcel is 15 acres with property extending three blocks east on Beverly Blvd. and more than a block south on Fairfax. It is part of the famous "Gilmore Island" and is adjacent to Gilmore Field and Farmers Market. It is understood that the deal calls for an option clause for purchase of additional acreage of "Gilmore Island" should CBS so desire.

CBS will build "from the ground up" for future needs and expansion, it was said. Construction is expected to start by July 21, 1951, and provision will be made for color TV which CBS has pioneered since 1940.

The date marks the 20th anniversary of the inauguration by CBS of America's first regular schedule of television broadcasting in New York City.

Selection of the site was made after several months study and investigation of practically every available developed and undeveloped property in the Hollywood area. CBS executives concluded that only by starting from the ground up could a West Coast plant be planned and constructed which would adequately serve television's requirements on both a near and long term basis.

With James Landauer Assoc. of New York acting as consultants for CBS, property is being purchased from Mrs. Elizabeth J. Hilty and Mrs. Frances L. Hilen, daughters of Earl B. Gilmore. Coldwell, Banker & Co., Los Angeles, negotiated for the sellers.

Starts Survey

Taking advantage of all foreseeable future trends in design and technique, CBS is initiating an exhaustive functional and engineering survey designed to capitalize on past experience as builders and producers of radio and television shows, the announcement said. An architectural study will be made to encompass new and revolutionary concepts of the most effective and efficient forms and designs.

CBS also would like to have its own Los Angeles TV station. There has been talk with Earle C. Anthony to acquire KFI-TV. Inspection too has been made of KTSL (TV) owned and operated by Don Lee Broadcasting System, and now part of Thomas S. Lee estate. CBS owns 49% stock interest in KTTV Hollywood and would dispose of that to *Los Angeles Times* which has 51% control, if deal for a station could be worked out.

Don Lee Bid Seen

It is generally expected in the trade that CBS, having acquired its new television city site, will be among those bidding for Don Lee TV and radio properties when they go on the market, to settle the estate. Regional network stations, it was pointed out, could be disposed of, but CBS would retain KTSL and the building property for use.

With CBS having outgrown its Columbia Square headquarters on Sunset Blvd., the network is sorely in need of additional executive offices and studios for Hollywood AM originations too. Executives as a result have also inspected the Don Lee studio building at 1313 Vine St., with thought to buy, and thus operate from both buildings. As it now stands, CBS rents about 15% of Don Lee studio space for program originations, and has other outside studios on rental basis.

Telestatus

TV's Effect on Reading Surveyed

(Report 113)

OWNERSHIP of a television set tends to slightly decrease the amount of time spent reading newspapers. Magazine reading is cut more drastically.

This trend is shown in a *Study of the Effects of Television on Reading Habits* released last week by Advertest Research, New Brunswick, N. J. The survey was conducted during the first 10 days of April and covered 781 television homes in the New York-New Jersey television area.

The average number of daily newspapers purchased by television families before and after buying the set was found to remain constant at 2.1. The largest percentage, 44.4%, purchased two daily papers before and after getting a TV set.

In 86.9% of the cases, respondents said they spend the same amount of time reading daily papers now as before they got TV. There were 11.9% who said they read less. The average amount of time spent in reading daily papers now is said to be 1 hour, 12 minutes as against 1 hour, 24 minutes before purchase of a TV set.

A slight shift in the hours of the day during which newspapers are read regularly is noted in the Advertest report. Although the hours between 5 and 9 p.m. were mentioned most often for regular newspaper reading before and after purchase of a TV set, the trend after purchase is toward the period between 5 and 7 p.m. The hours before 1 p.m. and after 11 p.m. also showed an increase in the number of people who regularly read their daily newspapers then after getting a television set.

The purchase of Sunday newspapers was shown to remain constant at an average of 2.4 per television home, before and after set purchase. Respondents in 87.2% of the homes said they spend the same amount of time reading Sunday papers now as they did before set purchase. Another 9.2% said they spend less time and 2.2% reported more time spent reading Sunday papers.

In the homes covered, an average of 2 hours, 6 minutes now is devoted to reading Sunday papers as opposed to 2 hours, 24 minutes before TV purchase. The hours during which Sunday papers are read regularly also shifted slightly —notably to before 11 a.m. and after 11 p.m.—after the video set entered the home. The hour following 11 p.m. was listed by 2.2% of the respondents as the period during which they now read Sunday newspapers.

Radio-TV News Reading Up

With respect to sections of the newspaper they read regularly now and which they read before TV, most sections showed a decrease with only three sections registering increases. Radio-TV news increased 17.6%, being a regular reading feature now in 77.5% of the TV homes surveyed. Sports and social news were the other two features which showed an increase in regular readers after the purchase of TV. Fiction, national advertising and department store advertising had the largest decline in regular readers. After TV, they dropped by 5.6%, 4.9% and 4.2%, respectively. Women's features and international news showed no effect from TV ownership in the report.

In the 781 television homes surveyed by Advertest it was found that 24.7% regularly receive three different magazines. The average is 2.5 per home. Two magazines are received in 19.7% of the homes while 16.9% get none.

25.4% Say 'Less'

When respondents were asked to estimate the amount of time spent reading magazines now and before TV, 25.4% said they spend less time now. The present average is 3 hours, 1 minute per week as opposed to 4 hours, 3 minutes before TV. Only 54.1% of the respondents said they spend the same amount of time reading magazines at present as they did previous to getting a TV set. This is compared to the 86.9% who said they now spend the same amount of time reading daily newspapers and the 87.2% who indicated no change in the amount of time spent reading Sunday papers.

Only 19.1% of the respondents said they have started purchasing any new magazines since TV entered the home. Of these, *TV Guide* was the leader, being named by 9.7% of those queried. In 80.9% of the homes no new magazines have been purchased regularly since the entrance of TV.

Continued purchase of the magazines which already were entering the home before the coming of TV was reported in 90.1% of the cases. The remaining 9.9% said they have stopped regular purchase of at least one magazine.

Magazine subscriptions have been renewed by 27% of those interviewed by Advertest. The remaining 73% said that since they purchased a television set no subscriptions have been renewed.

Respondents in the 781 television homes were queried by Advertest about changes in magazine reading habits, by sections, brought about by TV. At present 40.8% said they spend the same amount of time reading stories as before while 23.9% said they devote less time and 3.6% reported more to reading of magazine stories. On time devoted to articles, 43.9% reported "same," 16.9% said "less" and 5.6%, "more." Advertising received the following: 49.3%, "same"; 13.4%, "less"; 5% "more."

The length of set ownership, from date of original set purchase, was broken down as follows in the 781 television homes covered for this survey by Advertest: 1-6 months, 32.4%; 7-12 months, 35.2%; 13-18 months, 12.1%; 19-24 months, 10.6%; over 24 months, 9.7%.

* * *

Weekly Television Summary— May 29, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,100
Ames	WOI-TV	10,366
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	165,843
Binghamton	WNBF-TV	13,000
Birmingham	WAFM-TV, WBRC-TV	14,700
Bloomington	WTTV	6,000
Boston	WBZ-TV, WNAC-TV	367,631
Buffalo	WBEN-TV	93,288
Charlotte	WBTV	14,568
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	457,565
Cincinnati	WCPO-TV, WKRC-TV, WLWT	120,000
Cleveland	WEWS, WNBK, WXEL	223,236
Columbus	WBNS-TV, WLWC, WTVN	66,400
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	52,500
Davenport	WOC-TV	10,428
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	62,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	33,459
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	52,500
Grand Rapids	WLAV-TV	30,000
Greensboro	WFMY-TV	11,475
Houston	KLEE-TV	21,900
Huntington-Charleston	WSAZ-TV	11.580
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,000
Johnstown	WJAC-TV	21,300
Kalamazoo-Battle Creek	.....	23,876
Kansas City	WDAF-TV	34,267
Lancaster*	WGAL-TV	44,804
Lansing	WJIM-TV	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Louisville	WAVE-TV, WHAS-TV	32,115
Memphis	WMCT	34,706
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	109,547
Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Nashville	.....	200
New Haven	WNHC-TV	77,500
New Orleans	WDSU-TV	26,276
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,310,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	15,374
Oklahoma City	WKY-TV	27,457
Omaha	WOW-TV, KMTV	23,583
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	491,000
Phoenix	KPHO-TV	7,000
Pittsburgh	WDTV	105,000
Portland, Ore.	.....	887
Providence	WJAR-TV	56.511
Richmond	WTVR	29,073
Rochester	WHAM-TV	39,357
Salt Lake City	KDYL-TV, KSL-TV	15,700
San Antonio	KEYL, WOAI-TV	16,663
San Diego	KFMB-TV	37,100
San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Schenectady	WRGB	78,000
Seattle	KING-TV	29,000
St. Louis	KSD-TV	128,000
Syracuse	WHEN, WSYR-TV	44,878
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	13,200
Washington	WMAL-TV, WNBW, WOIC, WTTG	128,100
Wilmington	WDEL-TV	34,742

* Lancaster and contiguous areas. Total Markets on Air 61 Stations on Air 104 Sets in Use 5,939,042

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

WTMJ-TV Milwaukee Issues New Rate Card

SEVENTH rate card was issued last week by WTMJ-TV Milwaukee, with July 1 the effective date. Base rates for specific time lengths follow: One minute or less, $80; special 10-second service spots, one-third of applicable one-minute rate; 5 minutes, $112.50; 10 minutes, $157.50; 15 minutes, $180; 20 minutes, $225; 30 minutes, $270; 40 minutes, $337.50; 45 minutes, $360, and 1 hour, $450. Live spots on *What's New* participation show, are $65 each.

Rates include station facilities and set-up but not rehearsal time. The latter, for programs, is $50 per half hour. Use of the auditorium studio for an audience is $50. The rate card also lists technical data about the station and requirements for film and live shows and spots.

* * *

ARB Releases May Video Ratings

LATEST television ratings for New York, Philadelphia and Chi-

(Continued on Telecasting p. 14)

COME ON...get in the swim!

68 Local Advertisers' Results Prove Your Best Buy is WHIO-TV...

Dayton's First Television Station

Come on, Mr. National Advertiser . . . the selling's fine in Dayton and the Miami Valley with **WHIO-TV.**

Here's all the proof you need!

68 Local advertisers use **WHIO-TV** each week. We're televising 134 spot announcements and 32 programs for them each week.

WHIO-TV's local production staff is producing those 32 local programs . . . shows that are making sales and bringing in new customers for their sponsors.

These local programs run the gamut from musical and variety shows to sports, quiz, news, women's programs and kiddies shows.

WHIO-TV delivers the biggest TV audience in this area to you. All ratings show this. And with over 65,000 sets in the area, it's a big market for you. Viewers prefer **WHIO-TV's** local shows and top CBS, ABC and DuMont programs. Consistent merchandising promotion on the local level is a plus factor in your favor.

channel 13
whio-tv -AM -FM
DAYTON, OHIO

News, Sports • CBS, ABC, DuMont • Best Shows

Represented nationally
by The Katz Agency, Inc.

AFFILIATED WITH THE DAYTON DAILY NEWS AND JOURNAL-HERALD

WDEL-TV

CHANNEL 7

WILMINGTON, DEL.

Assures advertisers the clearest picture in this rich, important market. NBC network shows, fine local programming—provide an established and growing audience. Many advertisers are now enjoying profitable returns.

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

The only television station that reaches this large, important Pennsylvania market. Local programming—top shows from four networks: NBC, CBS, ABC and DuMont guarantee advertisers a loyal, responsive audience.

STEINMAN STATIONS

Clair R. McCollough,
General Manager

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago
San Francisco Los Angeles

NBC
TV AFFILIATES

TV INTERFERENCE

Plummer Reviews Problem

FOUR YEARS of commercial television operation have brought to FCC "the greatest number of interference complaints that have ever been received in a comparable period of time," Curtis B. Plummer, FCC's chief engineer, told the Canadian Mfrs. Assn. last Thursday in Ottawa. Poor receiver design got part of the blame.

Surveying the TV interference situation and possible solutions, Mr. Plummer also admonished TV servicemen and dealers to be more candid and realistic about the interference problems. He termed this to be "simply good business ethics and would go a long way toward keeping the customer sold."

The Commission's former Television Broadcast Division chief told the Canadian group that the work load of investigating these complaints falls on the Commission's field offices and in some of these FCC has two or three men working fulltime on investigation of complaints from TV set owners.

He said experience has shown the complaints fall into three broad classifications: (1) Attempted reception beyond the normal service area of the station; (2) apparatus deficiencies, especially deficiencies of design of receivers now in the hands of the public, and (3) misunderstanding of the nature of television reception and its inherent limitations.

Coverage Area

Although the normal service range of a TV station is about 40 miles, depending on site, power, terrain etc., Mr. Plummer said FCC gets many complaints from people trying to see from 80 to 100 miles or more. The same pattern of interest similar to the DX fad of early aural radio days was noted.

Mr. Plummer said some people are building expensive, complicated receiving apparatus and getting good reception at distances up to 100 miles but pointed out these pictures are extremely vulnerable and legitimate local interference often mars the picture.

He explained legitimate interference—that caused by licensed radio transmitters—is the kind FCC "is equipped to handle" since "we know how to run it down in the field" and is making "excellent progress at keeping it at the irreducible minimum."

The FCC chief engineer termed the first order of this type interference was from other TV stations, now being considered in FCC's television reallocation proceeding. Another kind is harmonic interference from FM stations which must be remedied at the source. He explained FM stations are not the only stations involved in this problem since police, amateur, point-to-point and "in fact almost all radio services that are lower in frequency are capable of causing harmonic interference with television." Mr. Plummer said:

We have established a policy at the Commission of including harmonic attenuation figures in the rules of all our radio services. We have already included them in the rules of about half of the services and add them to each new set when it is necessary to completely rewrite the rules for that service. The attenuation figures we are using are considerably more stringent than required by international radio regulation, but not unreasonable. We expect to use figures between 70 and 100 d/b for the broadcast services and for other services in proportion to power. A little thought in the design and installation stages of building radio stations will cost little and at the same time pay dividends in a minimum of future trouble as the radio spectrum becomes more crowded.

Mr. Plummer said amateurs may be credited with more interference than they perhaps merit since they are cooperative and fix trouble spots when they arise. He foresaw some difficulties with interference from use of the new 21,000-21,450 kc amateur band.

Suggests Corrections

TV receiver intermediate frequencies in the 21-27 mc area are subject to interference often from international broadcast stations, it was explained, but this is not hard to correct with a trap in the antenna circuit. Diathermy machines were cited as one of the worst interference offenders but this would be corrected with requirement for use of special diathermy band by 1952.

Auto ignition systems "are notorious as TV program spoilers," Mr. Plummer stated, but are easily identified. While very difficult to alleviate in any particular case, the problem is being worked on by Radio Mfrs. Assn. and Automobile Mfrs. Assn., it was said. Other similar offenders cited were neon signs, sparking motors, heating pads, ultra-violet lamps, elevators and fluorescent lamps.

TV receiver oscillator radiation interference was termed the "most insidious type of interference" since it always affects the other fellow's set. Mr. Plummer said FCC engineers have measured as much as 0.2 volt on the receiver antenna terminal and 4 millivolts per meter at 100 ft. in the field and termed this "a large amount of power when it is considered that it takes only about one one-hundredth as much signal as the desired signal to spoil your neighbor's program." Interference of this type for miles has been known, he said.

He said three different solutions have been under consideration to lick the radiation problem. He named reallocation, change in intermediate frequencies and limitation of radiation.

Regardless of the outcome of deliberations by the FCC-industry committee studying the radiation problem, Mr. Plummer said, "it is recognized that too much haste has been made in getting receivers to the public and not enough consideration has been given to design."

Although the competitive economic factors were noted as important, Mr. Plummer observed that "the headaches which follow technical shortcuts are not pleasant to contemplate." He said that "what we hope to see in the immediate future is a television set which, after being tuned to say Channel 6, will receive that and not a neighbor's receiver operating down the street."

Warns Set Makers

Mr. Plummer also warned TV set designers not to overlook interference to AM reception caused by video and sweep circuits.

"We find that some complaints of interference made to television dealers and service people have been pretty casually dismissed by poorly trained service personnel," Mr. Plummer said, "who without analysis of the situation or any formal diagnosis, stated that the interference was caused by one of the licensed radio services, mentioning it by name."

Admitting none would deny this to be "rapid diagnosis," Mr. Plummer observed it also "does not seem to be very sincere and certainly is not scientific." He said "it gives the complainant an incomplete picture and often results in improper condemnation of the licensed station to which this interference is attributed."

"The dealers and the installation people would perform a much greater service to the public and to the licensed stations," Mr. Plummer said, "if they would accurately analyze the interference for what it actually is."

Pinned Down

WHEN Dorothy Livengood, San Antonio wrestling promoter, appeared on WOAI-TV San Antonio a fortnight ago, the interview didn't end until the station's switchboard became jammed. Honored for her 20th year in wrestling promotion, Miss Livengood correctly thanked sponsor Grant's Home & Hardware Store for its gifts. Then she started the switchboard buzzing by mistakenly thanking a competitor of the 7-Up Bottling Corp., second sponsor of the Wrestlethon's weekly matches.

TV Legislation

THROUGH governor's action, the State of Rhode Island has given final approval to a bill which provides that no television viewer, screen or other means of visually receiving a television broadcast shall be located in a motor vehicle. In Virginia, a bill governing the use of television in motor vehicles died after favorable house action.

VITAPIX

ABC Has New TV Recorder

VITAPIX, a new method of recording TV programs on 16mm film, representing a combination of several new techniques developed by ABC engineers during the past 18 months, was demonstrated during a news conference at the network's headquarters in New York last week.

Demonstration was a half-hour telecast, including kinescopic recordings, of ABC's first telecast of the Metropolitan Opera in November 1948; segments of the *Crusade in Europe* and *Lone Ranger* series, both telecast directly from film made especially for TV use; movies made in Hollywood under controlled lighting conditions and using a professional Mitchell motion picture camera. Each of these films was shown in conjunction with programs recorded by the Vitapix process so viewers could compare the quality of these new film recordings with the other kinds of films used in telecasting.

New Techniques Used

Frank Marx, ABC vice president in charge of engineering, said that new techniques used by ABC in the Vitapix process include new methods of lighting and special camera angles, as well as a special new method of processing the 16mm film. New devices developed by ABC now are being installed on its TV cameras and control room equipment as part of the new process, he said.

Mr. Marx said the Vitapix films are directly comparable in quality to present commercial film made with professional 16mm cameras. Vitapix, he added, offers advantages in quality control, affords instant editing and is directly adapable to present known methods of color TV broadcasting. The new process will be installed immeditely at ABC's three main program origination points—New York, Chicago and Los Angeles—and will be made available to all ABC-TV affiliates as soon as possible.

COLOR PANEL

Experts See Compromise

IN THE final analysis the color television system which will be adopted, probably from three to five years from now, will be a compromise of the three plans—CBS, RCA and CTI—now proposed before the FCC.

That was the consensus of a panel of experts who discussed color TV on a telecast May 18 from Syracuse U.'s new television studio. Participating were Dr. Thomas T. Goldsmith, director of research, DuMont Labs., and Dr. W. R. G. Baker, vice president, General Electric Co. They were questioned on the program, *Silhouette of Tomorrow*, over WSYR-TV Syracuse by Moderator Eugene Foster, of the university's radio-TV faculty, and Jack Gould, radio and television critic, the *New York Times*.

Both Drs. Goldsmith and Baker said none of the systems demonstrated before the Commission is ready for the public yet—and they predicted that it will be all of three to five years before Syracuse or any other city sees color TV as regular fare. It was also agreed that mixed system of telecasting, i. e. both black-and-white and color, will be maintained. Dr. Baker said the TV industry should establish color TV standards and the FCC should concern itself mainly with policy.

Mexican TV

WITH the Mexican government having allocated TV Channel 6 to Jorge I. Rivera Enterprises, engineering has been completed on the transmitter site at Point San Acee, near Rosarito Beach in Lower California. The station expects to start telecasting on Sept. 1. Dr. E. R. Hood, Los Angeles representative, said that the station signal will reach 80% of the Los Angeles area.

IOWA U. SHOW

DuMont Aids 1st Live Program

WITH cooperation of the DuMont Television Labs, WOI-TV Ames, Iowa State College outlet, has telecast its first live programs. For a three-day period, May 8-10, DuMont sent its Telecruiser.

WOI-TV's telecasting was one of the highlights of the school's annual "Veishea Open House Celebration," a student-managed festival held each spring to show visitors to the campus just what is being done at the college.

Events telecast by WOI-TV and the DuMont crew included a baseball game between Iowa State College and Nebraska U., an hour children's program, two-hour parade, horse show, two plays and opening ceremonies of Veishea, with Iowa Governor Beardsley as guest speaker. The station also filmed the lighting of the traditional Veishea torch by President Truman in Ottumwa, Iowa.

THIRD DIMENSION

AEC Reveals New System

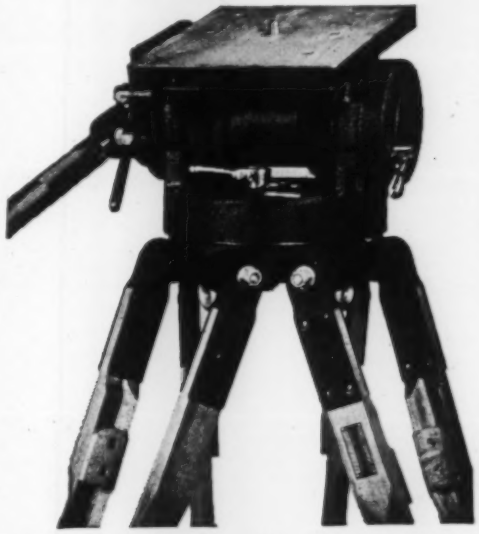
A NEW SYSTEM of Stereo-Television, transmitting three-dimensional images, was announced last Wednesday by Argonne National Laboratory, midwest installation of the Atomic Energy Commission. Developed by the laboratory's remote control engineering division with the cooperation of Allen B. DuMont Labs, the system was described as providing a method for working with radioactive materials at a distance, watching by television to operations of remotely-controlled devices.

Designed to achieve depth perception similar to that of human binocular vision, the Stereo-Television system uses twin lenses with a separation about that of human eyes in place of the usual single TV camera lens.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

famous firsts in T-V

In 1887 Heinrich Hertz first proved that electromagnetic waves could be sent through space.

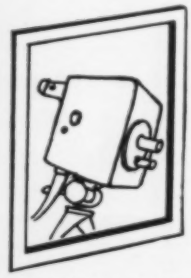
★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV



Reel Takes

GEORGE WALTER TRESSEL

PUPPETS, Projectals and packaging of video shows are mixed equally into a 16-hour day by George Walter Tressel, president of Tressel Television Productions, Chicago. Co-inventor of the Projectal, which flashes time, weather, news and an advertising message on the video screen, George has developed numerous technical aids to TV production and shooting.

A puppeteer from away back (18 years), he was one of the first to see a potential for puppets in video programming. In 1944, George produced his first TV puppet show at WBKB (TV) Chicago. Taking time off from studies at the U. of Chicago, where he majored in physics as both an undergraduate and graduate student, he produced Dickens' "Christmas Carol" full-length. The one-hour show, "stinking throughout" he says, was later repeated successfully at the station with 10 three-dimensional sets, a 40-foot platform-stage, 25 puppets maneuvered by four string-pullers, and film clips.

Sound was recorded, so directions could be called out. Elaborate shooting required additional detail, one scene calling for a camera to focus over a puppet's shoulder through a window down into a street scene.

While he was designing balloon-borne instruments to measure such things as turbulence and upper air winds in the U. of C. meteorological instrument lab, George labored also at designing puppets and marionettes, and their costumes. He uses both continually in his film shows.

His initial experience at WBKB led to a fulltime job there in 1947 as a member of the crew. Progressing through the routine training program, he left the station 1½ years ago to organize Tressel Television Productions. While a video control man at the station, he developed a filter to be placed over the face of the TV tube to eliminate the "gooey" look of complexious. A major manufacturing firm began producing the same thing six months later, but the device is no longer used because of improvements in the tube proper.

It was also at WBKB that he helped invent the Projectal. The instrument is leased nationally by International News Service, and has been installed in about 20 stations. George's official description of it —"an opaque projector with a lot of gimmicks." It was formally introduced to the industry at the NAB convention last year, and its successor, the new Super Projectal, bowed at the NAB conclave this year.

Television's rapid growth is traced easily by George Tressel. When he started in the medium, lights were so hot that paint on puppets' faces melted. Now the casualty rate is zero.

Believing that packaging serials

Mr. TRESSEL

* * *

"is the future for small firms such as ours," the film producer plans an "at-home" series with husband and wife duo, scheduled to run a quarter-hour once weekly for 13 weeks. "The hope for all small producers, however, is to develop five-a-week film serials to hold an audience during the daytime." Ends would be open for local sponsorship.

He has just completed a 15-minute burlesque western with 10 puppets, slated to be telecast initially three times weekly for 13 weeks and expanded later to five-weekly. George and his staff continue to invent small items as TV aids. "Major companies take the surface off instrument development, but leave the field of minor attachments fallow," he claims.

He is now working on a "tele recorder" which he hopes will heighten definition and eliminate the fuzziness of kinescopes. Among equipment installed in his South Side studio is a viewing device for film cameras similar to the viewing slot on TV cameras. Three such cameras are used for variety in angles, and each is switched from a control room.

"Much of our work is still experimental, and we continue to do a lot of shooting in the dark," George admits. He's convinced, though, there is a vast market for video films.

Mrs. Tressel, the former Mary Ann Schmidt, also gets in on the act. She has worked in theatrics, and often joins George's video crew. They have a three-year-old son, Paul Sergei.

35MM FILM
Recommended by Shupert

THE USE of 35mm film for kinescope recordings was recommended in preference to 16mm film by George Shupert, vice president, Paramount Television Productions, in an address to the newly-formed TV Executives Club at the Town House, New York.

Group was organized to meet the desire of advertising agency executives, to whom membership is limited, for a means of free discussion of the numerous problems arising from the introduction of television into the advertising media field.

Speaking on the subject, "How Can We Make Better TV Recordings?", Mr. Shupert stated that the basic advantage of 35mm film is that it "allows more light to pass through the film and onto the TV pickup tube. . . . And, because it records greater detail, greater detail is transmitted.

"The 35mm projectors used by TV stations today, in most instances, are of higher quality than the 16mm projectors," Mr. Shupert said. "Unfortunately, only about 20% of the nation's TV stations on the air today are equipped with 35mm projectors."

'SPOT SPONSOR'
WNBT (TV) Game Commercial

ALMOST a dozen advertisers May 15 started on a new type of television commercial called "Spot the Sponsor," on WNBT (TV) New York.

The commercial is being shown four times daily. It is composed of a one-minute film showing all sponsors' products in shadow boxes with Louise Varney commenting on brand identification in the first showing at 5 p.m. Audience is asked to guess the missing sponsor in the subsequent films, shown at three other times, 5:29 p.m., 6 p.m., and 6:54 p.m., and the person called by the station who correctly identifies the missing sponsor receives $25.

All advertisers have signed 13-week contracts for participation on this game commercial. They are: Esso Standard Oil Co. (Flit), Snow Crop Orange Juice, Savarin Coffee, Delrich Margarine, Old Dutch Cleanser, Swift's Peanut Butter, Derby Foods, Pepsi-Cola, Wards Tiptop Bread, SOS Cleanser and Seven-Minute Mix. The commercial idea was conceived by Russel Varney and Earl G. Thomas.

ONE MINUTE TV FILM $150.00
TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS
1331 S. Wabash, Chicago
FILMACK

TV'S FUTURE

Denver Group Hears Coy

FCC CHAIRMAN Wayne Coy last Monday told the Rocky Mountain Radio Council at Denver that the Commission is working to lift the TV freeze "at the earliest possible date." As he had informed the City Club of Portland, Ore., a fortnight ago, Chairman Coy also stated FCC would settle the color question before proceeding with general TV allocations [BROADCASTING, May 22].

Going into considerable background detail concerning the origin of the allocations and color problems in television, Chairman Coy explained to the Denver group that assignment of stations could not be made in that area before the freeze was lifted because no city "lives to itself alone" in television.

The FCC Chairman offered no estimate as to how soon a color ruling would be issued since the hearing on color was to be completed only last week. He did indicate he didn't believe the color question could be settled, the allocations problems considered and the freeze lifted much before the end of this year.

Even if the freeze were lifted at that time, Chairman Coy told the group, it would be next year before the Commission would begin processing applications and noted that many of these might become involved in "complicated" comparative hearings. He assured the group that the kind of television the Commission was working on would be "well worth waiting for," however, from the standpoint of the public, broadcasters and manufacturers.

Observing that TV would become "America's dominant medium of mass communications," Chairman Coy stated television already is "having far-reaching repercussions in our home life, our social life, our educational and informational techniques, our entertainment industries and on commerce." With over 5.5 million sets now in the hands of the public, Chairman Coy predicted this total would be 25 million within three years. TV stations now on the air already cover areas occupied by more than one-third of all families in the U. S., he said. He also noted some $35 million was spent in TV advertising last year.

National TV Show Plans

TWO SHOWS — Groucho Marx and a supporting cast of singers, musicians and acts, and one starring Mr. Marx and Betty Hutton —are being considered as headline attractions for the Third National Television & Electrical Living Show in Chicago next fall. New show policy was set last year when Eddie Cantor, with the cast of his radio show, appeared twice daily for 10 days. Cost of the entertainment was included in the $1 general admission to the Coliseum. Art Holland, owner of Malcolm-Howard Agency, which handles the account, is negotiating for the talent.

TEN gallon hat, gift of Colorado broadcasters, is worn by FCC Chairman Wayne Coy (l) on his visit to Denver to discuss the television status (see adjacent story). Smiling their approval are (l to r) Mayor Quigg Newton of Denver; Robert Ellis, KGHF Pueblo, vice president of the Colorado Broadcasters' Assn., and Duncan Pyle, manager of KVOD Denver.

COY IN OREGON

Queried on TV Freeze

FCC CHAIRMAN Wayne Coy, during his visit to Portland, Ore. [BROADCASTING, May 22], came up against a group of radio and press representatives—on KPOJ Portland's *On the Record* show—who wanted to know why Northwest television applications are still in a state of freeze.

Mr. Coy's accepted explanation was that television was in danger of becoming a metropolitan service instead of a nation-wide service, and that until the UHF bands are "sorted out" the freeze will continue. However, he did indicate that that might come close to the end of 1950, with grants then starting within 60 days.

On the Record is produced by KPOJ with the cooperation of the Press Club of Oregon and is moderated by Ted Hallock.

The panel which questioned Mr. Coy was H. Quenton Cox, manager of NBC's Portland outlet, KGW; Dwight Loomis, radio engineer and physics instructor at Lewis and Clark College; Ben Ostlind, chairman of Portland's "Television Now" committee, and Joe Stein, radio columnist of the *Oregon Journal*.

CALIF. FILM TAX

State Cancels Proposal

PROPOSED 3% California state sales tax on filmed TV commercials has been cancelled, E. H. Stetson, State Board of Equalization tax counsel, advised the Los Angeles Chamber of Commerce Television Committee last week.

Decision to cancel the tax, the committee announced, came after the group arranged a special meeting on April 28 in Los Angeles between the State Board of Equalization tax officials and film producers.

DuMont to WJIM-TV

WJIM-TV Lansing, Mich., has signed an affiliation contract with the DuMont Television Network. The addition of the station brings the DuMont affiliate list to 58. The station is also affiliated with ABC, NBC and CBS.

Jones Hits 'Foxes'

(Continued from Telecasting p. 3)

until UHF standards are fixed, and saw "no guaranty" that they will build UHF sets even then.

Because rates depend upon set circulation, therefore, he felt there exists "a real danger that those of you with a UHF channel will find yourself in the same box that FM is in."

He felt, however, that FM has been inadequately promoted and emphasized that many AM stations which are hemmed in at night by interference could reach far greater areas with FM.

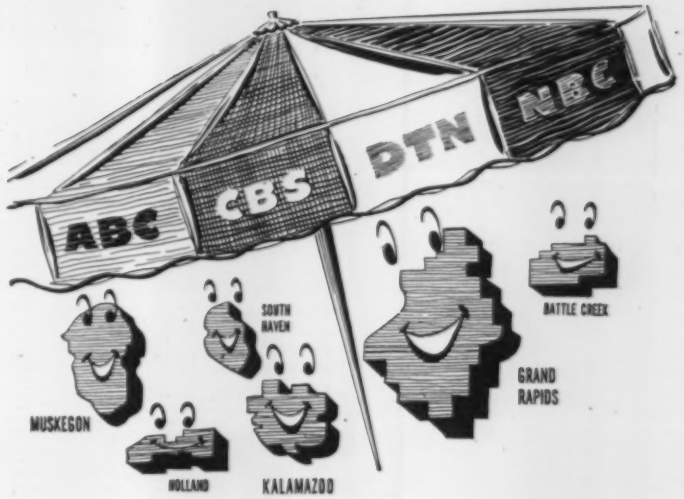
He thought UHF television's economic security lies in the advertising accounts of "the small business man" who, at present, is "almost completely crowded off the television market."

'Boon' to Small Stations

In the recent development of lower-priced equipment for industrial television service Comr. Jones saw a likely boon for prospective small-market TV operators.

"A little pressure for the development of this kind of apparatus for broadcasting purposes will undoubtedly result in the development of suitable broadcasting apparatus at a price that a small television station can afford," he said. "And more important, it can be operated with a reasonably small staff."

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV
AM-FM-TV

REPRESENTED BY
JOHN E. PEARSON CO.

THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-TV
GRAND RAPIDS, CHANNEL 7

Telestatus

(Continued from Telecasting p. 8)

cago, released last week by the American Research Bureau, show *Texaco Star Theatre* to be the leading program in all three cities. *Talent Scouts* was second in New York and Philadelphia and *Godfrey and His Friends* took second place in Chicago.

Reports are based on 500 "viewer diaries" placed in a cross section of TV homes in each city.

Top television shows for the week May 1-7 for the cities measured by Audience Research Bureau are:

NEW YORK

1. Star Theatre	70.0
2. Talent Scouts	60.5
3. Toast of the Town	54.3
4. Studio One	46.4
5. Godfrey & Friends	45.8
6. The Goldbergs	41.2
7. Philco Playhouse	40.3
8. Sat. Night Revue	39.8
9. Lights Out	39.4
10. Silver Theatre	35.1

PHILADELPHIA

1. Star Theatre	80.4
2. Talent Scouts	66.9
3. Toast of the Town	62.5
4. Godfrey & Friends	58.7
5. Lights Out	52.5
6. Philco Playhouse	50.8
7. Kraft TV Theatre	50.1
8. Stop the Music	49.0
9. Film Theatre (WFIL-TV)	48.2
10. Studio One	47.0

CHICAGO

1. Star Theatre	69.5
2. Godfrey & Friends	65.4
3. Talent Scouts	56.7
4. Toast of the Town	50.9
5. Kraft TV Theatre	46.2
6. Orig. Amateur Hour	44.1
7. Private Eye	40.9
8. Sat. Night Revue	40.5
9. Fireside Theatre	39.4
10. Suspense	37.0

LEADERSHIP IS EARNED

$5,863
from a TV Population of only 38,000 Sets
(. . . but Growing Fast)
★
Here's PROOF of Audience Interest
WSYR SYRACUSE
AM • FM • TV
NBC Affiliate in Central New York
HEADLEY-REED, National Representatives

* * *

New York May Report Released by Pulse

NEW YORK television ratings for May 1-7 released last week by The Pulse Inc. show *Texaco Star Theatre* as the leading once-a-week show. *Howdy Doody* was tops in multi-weekly programs.

New York program standings as reported by The Pulse Inc. are as follows:

Once-A-Week Shows

	Program Average Rating May	Apr.
Texaco Star Theare	62.3	60.1
The Goldbergs	44.2	46.8
Toast of the Town	41.4	42.8
Godfrey's Talent Scouts	40.2	41.8
Studio One	34.7	39.2
Saturday Night Revue	34.2	36.1
Philco TV Playhouse	32.2	33.6
Lights Out	32.0	31.6
Yankees vs. Detroit	31.8	
Godfrey & His Friends	30.6	33.0

Multi-Weekly Shows

	Program Average Rating May	Apr.
Howdy Doody	22.4	26.0
Yankee Baseball Games	19.8	
Captain Video*	14.4	15.5
Junior Frolics**	13.6	18.4
Lucky Pup	13.3	13.9
Camel News Caravan	12.2	13.6
Kukla, Fran & Ollie	11.6	12.6
Children's Theatre	10.8	12.2
Magic Cottage	10.4	
Godfrey & Uke	9.9	10.4

* 13.1 Mon.-Sat.
** 11.7 Mon.-Sun.

AVERAGE QUARTER HOUR SETS-IN-USE FOR THE WEEK STUDIED
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May, 1950	46.0	34.2	14.0
April, 1950	47.0	34.2	14.7
May, 1949	35.1	28.9	7.4

* * *

KTLA Compares L. A. Radio-TV Audiences

KTLA (TV) Los Angeles, in a *Study of Television and Radio Advertising Costs in Los Angeles*, reports that the station now delivers a larger average evening audience than the leading radio station in the same market. The survey was made by Paramount Television Productions Inc., KTLA owner. Hooperating figures are used.

Lens for Races

WFBM-TV Indianapolis is making sure that television set owners in the Indianapolis area get plenty of closeup action at the Indianapolis Motor Speedway during qualification trials and the 500-mile race itself. Using a new 40-inch lens, the Reflectar, WFBM-TV has mounted a camera atop the paddock stands across from the pits. The lens is so powerful, the station said, that when turned on the pit area, across the track, it can show only about one-third of a car at a time—but in great detail. The Reflectar is an invention of Dr. F. G. Back, inventor of the Zoomar lens.

SPECIAL TV SECTIONS

Papers Owning Stations Play for Dealer Ads

A GOOD many newspaper owners who jointly operate a TV facility are tripping up the old saw—"don't put all your eggs in one basket." Rather, they are spreading them with excellent hatching results.

The method, used by an increasing number of TV-newspaper owners, is simple and effective—that of printing an entire section of the Sunday edition devoted to television news, and more pointedly, to TV distributor and dealer ads.

An example of this heads-up TV-publisher cooperation and mutual benefit is the television section which has appeared periodically in the Baltimore *Sunday Sun*. The *Sunpapers* own and operate WMAR-TV Baltimore and its sister station, WMAR-FM.

On May 7, the *Sun* printed its fourth TV supplement—the first one was published in 1948 and it has appeared since about every six months. It contained 32 pages. Exactly one-half of this section, or 16 pages, was made up of full page dealer-distributor TV advertisements.

A general accounting of the set makes in order of full-page appearance found Zenith, RCA (three pages), Magnavox, Motorola, Admiral (three pages), Stromberg-Carlson, General Electric and Philco (three pages). Every one of these makes and others such as Tele-tone, AMC, Hallicrafters, Emerson and Westinghouse were liberally advertised in smaller displays. One dealer split two full page ads among four makes—Motorola, Philco, Emerson and GE. Some of the smaller ads swept at least half of the printed page.

Most of the remaining news space was taken over by TV features and comments on shows, entertainers, radio-TV logs, etc. The front page of this section featured four stories—Baltimore area families' investment in TV sets; influence of TV on living habits; TV's spring sports program of baseball and horse racing, and the winning of safety awards by WMAR-TV.

The *Sun's* TV outlet also strikes a stirring figure in regular advertising during the year. While dealer ads are multi-apparent as they are in all newspapers in the country, WMAR-TV alone has an average of 150 lines per day—a total of 900 lines for the six-day publishing week with added linage for its Sunday advertisements. Along with TV, WMAR-FM also gets a share of space—the 900 lines mentioned above vie equally between the stations for readers' attention.

WNBQ's NEEDS

Report Expected Soon

INDEPENDENT industrial engineer, hired by NBC to report on the need for TV facilities at the Central Division in Chicago, is expected to complete his report and make recommendations for additional space within two weeks. WNBQ (TV), NBC M and O station which took the air a year and a half ago, has outgrown its studio space in Merchandise Mart headquarters. The engineer is reported to have considered acquisition of space on the Mart roof adjacent to present TV installation as well as properties away from the Mart.

NBC, which decided to relinquish its lease on the Studebaker (legitimate) Theatre when it was set that the Jack Carter show would originate in the East instead of Chicago next fall, now is planning to continue the lease despite a $2,000 per week rental. Decision was based on immediate need for space and amount of equipment and installation investment there.

EQUIPMENT MAKERS

Employment Outlook Bright

BRIGHT OUTLOOK for employment and production in the communication equipment manufacturing industries is resulting from the soaring production of television sets, according to a report released fortnight ago by the Labor Dept.'s Bureau of Employment Security. In a survey covering 190 plants, 85% of the communication equipment industry, employment rose 5.6% between January and March and a further rise of 2.6% by July is anticipated by the bureau.

In addition to increased employment, more than 10% of the reporting firms said they need more space. All of these firms produce television sets and parts or tubes. In March a little more than half of these companies had definite plans to expand, the report says.

EMERGENCY PLAN

Legislation by TV Urged

PROVISIONS for dispersal of Congressional members to 30 or 40 key centers and for legislation by mobile television should be marked for "intense study" looking toward some concrete emergency plan, Sen. Alexander Wiley (R-Wis.) again has advised Congress [BROADCASTING, Dec. 5, 1949].

Reminding that the idea of a "mobile capitol" or White House is "neither new nor improbable," the Wisconsin solon felt "train mobility and/or legislation by television might be the only answer."

Sen. Wiley's latest comments on the use of TV in defense plans were contained in an article in the quarterly issue of *Air Affairs*, published by the American Society of Air Affairs, which he inserted in the *Congressional Record* May 12.

Film Report

GENE LESTER **Productions**, Hollywood, has completed first of 12-minute *Hollywood Picture Album* television series on Hollywood celebrities. First film features Actress-Singer Martha Raye. Three-minute introduction by announcer in each city will lend local angle. . . . **Betty Sinclair**, formerly production supervisor, Lippert Productions Inc., Hollywood (motion pictures), joins **Max Gilford** and **Wally Kline**, same city (television film producers), as producer on ABC-TV *Marshal of Gunsight Pass*.

Amalgamation of **New World Films** and **Motion Picture Stages Inc.**, New York TV film studio, has been announced by **Burgess Meredith**. Mr. Meredith is vice president of revamped board of Motion Picture Stages. **Les Hafner** is president. Firm planning expansion in belief that dramatic shows on film soon will become "solid middle ground" of television.

* * *

Sarra Inc., Chicago, producing spots for **Pure Oil Co.** and **Atchison, Topeka & Santa Fe Railway**. Pure Oil series includes one-minute films giving practical solutions to motoring problems, titled "What to do if it happens to you." One-minute and 20-second spots for Santa Fe show crack trains and travel spots in Southwest, theme: "Ride great trains through a great country."

Associated Films Inc., New York, will distribute 16mm documentary film made by **Col. Ilia Tolstoy**, entitled "Inside Tibet." According to distributor this is first motion picture to come out of Tibet. . . . Additions to **INS-Telenews** roster include: **WTCN-TV** Minneapolis, daily newsreel, sponsored by **Baker Co.** department store; **WENR-TV** Chicago, daily newsreel and *This Week in Sports*, **Hauser Nash**; KEYL-TV San Antonio, *This Week in Sports*.

* * *

Flying A Picture Co. has set up offices at 6000 Sunset Blvd., Hollywood. Flying A Picture is new firm formed by **Gene Autry**, **Armand Schaefer** and **Mitchell J. Hamilburg** to produce TV western films [TELECASTING, April 24]. **William Wrigley Jr. Co.**, sponsor of CBS *Gene Autry Show*, has first refusal rights to TV films.

United Videogram, Chicago, has released one-minute and 20-second commercial to **Grant Advertising**, same city, sponsored by **Cudahy Packing Co.**, for Old Dutch Cleanser, in five TV markets. . . . **Filmack Trailer Corp.**, Chicago, has developed coated lens, in own shop, which fits on motion picture cameras to clear and brighten film spot backgrounds. Firm also has completed TV trailerettes for **Studebaker Theatre**, **Burke Motors** and **Courtesy Motors**, all Chicago.

Kling Studios, Chicago, under supervision of **Fred Niles**, has completed video spots for following clients: **Carlay Co.**, Batavia, Ill., for **Ayds**, through **H. W. Kastor & Sons**; **Chicago Western Corp.**, **Pinafore Chicken**, through **Phil Gordon Agency**; **Flavour Candy Co.**, Chicago, through **Phil Gordon**; **Glidden Co.**, paints, through **Meldrum & Fewsmith**, Cleveland. Agencies all Chicago unless specified otherwise.

ASCAP RIGHTS

TV Unit To Seek Plans

PREPARING for long drawn-out negotiations with ASCAP over television rights, the Television Per-Program Committee announced Friday it will seek plans to continue the negotiations on behalf of TV stations. The ASCAP temporary licenses were renewed Friday until July 1.

Dwight Martin, WLWT (TV) Cincinnati, committee chairman, submitted a report to TV broadcasters who had authorized the committee to negotiate with ASCAP. He reported nine separate meetings had been held with ASCAP officials since the body was formed last September.

Factors holding up completion of a mutually acceptable plan, he said, include per program fees, long an industry problem in ASCAP negotiations. "Under blanket license terms, as now practiced in radio broadcasting, the licensee pays a percentage of his income and can use ASCAP music on any or all programs," he explained.

ASCAP now wants to be paid a per program rate for spot announcements that are adjacent to programs employing ASCAP music, even if these announcements contain no music, Mr. Martin said, adding that acceptance of such a demand would break down "one of the principles for which we fought in 1940."

Counsel for the committee is Stuart Sprague, New York.

PRODUCERS MERGE

National Society Is Formed

MERGER of Television Producers Assn. of Hollywood and Independent Television Producers Assn., New York, as National Society of Television Producers has become effective. Los Angeles group at regular meeting May 19 approved constitutional bylaws set up for the national organization. New York unit is expected to pass on the bylaws.

Officers for the national group will be named at future date by the board of directors representing both branches.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
5000 Top Quality Commercials
FOR 50 LINES OF BUSINESS
A Low-Cost Rental Service
WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF
FILMS
(INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered
FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE!
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schantz Ave. Dayton 9, Ohio

GRAY — O'REILLY
COMMERCIAL SPOTS
FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO
PROGRAM SERVICE
NEW SHOWS READY SOON.
CONTACT W. W. BLACK
25 WEST 45TH STREET,
NEW YORK 19, N. Y.
LU 2-1700

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

SILENT FILMS SOUNDED
YEARS OF EXPERIENCE
We co-operate with all or any studio.
WRITE US
SYNCRO TAPE & FILM SYSTEMS
489 Fifth Ave. New York
MUSIC - NARRATION - EFFECTS

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
FILM SPOTS
30-SECONDS AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
—FROM SCRIPT TO
FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER
AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

Billions of speeding electrons set phosphors "on fire"

Gleaming luminescent materials, excited by an electron beam, help create television pictures

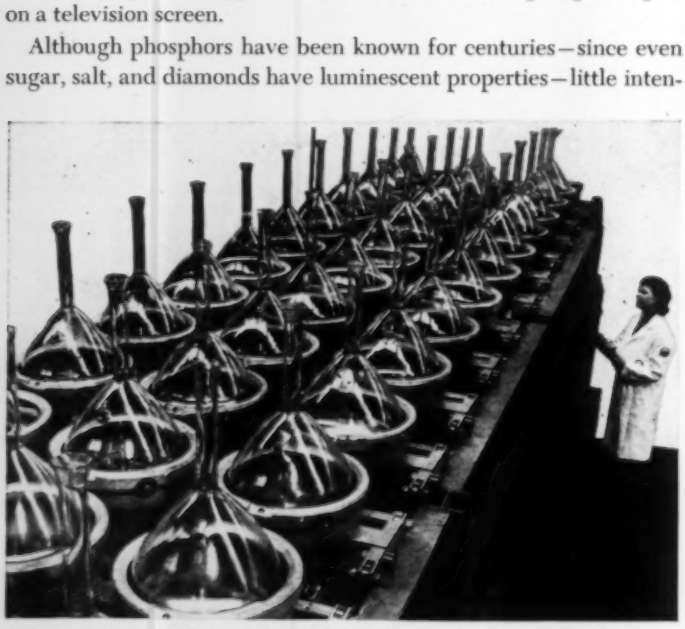
No. 5 in a series outlining high points in television history

Photos from the historical collection of RCA

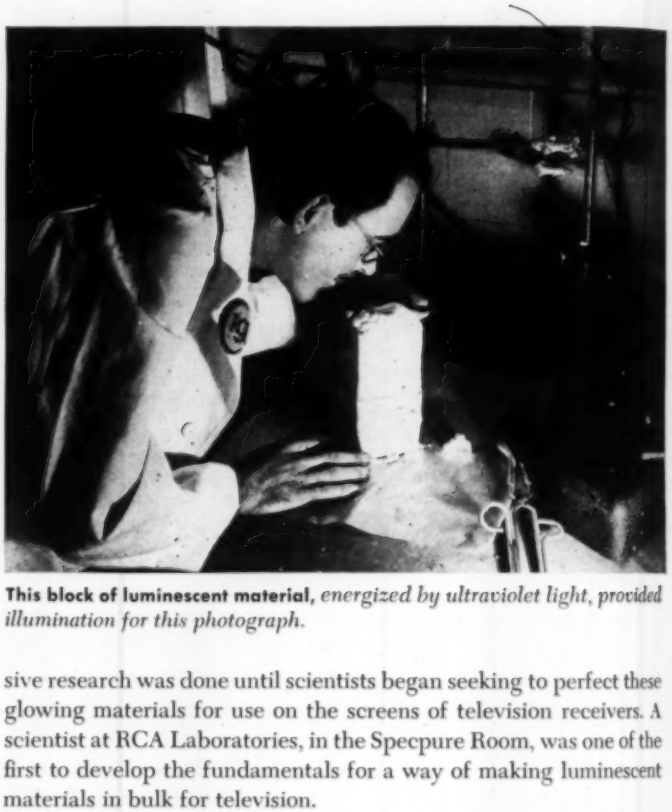
• "*Specpure Laboratory,*" said a sign at RCA Laboratories, "*Do Not Enter. Dust Is Our No. 1 Troublemaker.*" On the floor were moistened rugs to trap any speck of shoe-borne dust. Scientists and technicians had to change to clean white clothing before entering the room.

Purpose of this meticulous housekeeping was to provide a place where no speck of dirt would handicap the work in progress. RCA scientists were studying *luminescent materials*—seeking ways to produce them in commercial quantities, while maintaining the utmost quality and purity. Not even a speck of foreign matter could be tolerated. One part of copper *in ten million* will show up as green spots on a television screen.

Although phosphors have been known for centuries—since even sugar, salt, and diamonds have luminescent properties—little intensive research was done until scientists began seeking to perfect these glowing materials for use on the screens of television receivers. A scientist at RCA Laboratories, in the Specpure Room, was one of the first to develop the fundamentals for a way of making luminescent materials in bulk for television.



Tubes move at a snail's pace *along this settling belt, while the luminescent coating settles on the face of the bulb.*



This block of luminescent material, *energized by ultraviolet light, provided illumination for this photograph.*

This development is one of the reasons why, at RCA Tube Plant in Lancaster, Pa., phosphors can now be made by the tankful! Yet even in mass production, each "batch" of phosphors has uniform characteristics. White light, of the type most suitable for television pictures, is produced by mixtures of materials combined in exactly the correct proportion.

Guarded at every step against any trace of contamination, these phosphors are deposited in a delicate film-like coating on the faceplates of television tubes... where they cling by a form of molecular attraction. Excited by an electron beam, they glow with a brilliant white light and thus produce the crisp black-and-white pictures we see on television.

To television, the phosphors developed by RCA scientists are as important as paint is to the painter. The face of the kinescope tube is the "canvas." A picture appears as a visible image when the electron gun acts as a "paintbrush"—and emits billions of speeding electrons—to create patterns in the phosphors!

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

Telecasting
Insert
Pull Out for Filing

FCC REVERSED

Court Upholds WBNY

FCC WAS REVERSED by the U. S. Court of Appeals for the District of Columbia last week and directed to allow WBNY Buffalo, N. Y., to show cause in hearing why its operation should not be interfered with by WFCB Dunkirk, N. Y. WBNY had appealed the non-hearing grant of WFCB after being denied reconsideration of the action by FCC.

Roy L. Albertson, licensee of WBNY, assigned 250 w fulltime on 1400 kc, protested the December 1948 grant of 500 w fulltime on 1410 kc to Dunkirk Broadcasting Corp. for WFCB, claiming WBNY would suffer interference within its normally protected contour.

FCC denied Mr. Albertson's petition to set aside the Dunkirk grant for hearing on grounds the WBNY engineering evidence was insufficient. The court noted, however, that WFCB admitted the interference in its opposition to the protest.

Proctor's Opinion

The court's opinion, written by Judge James M. Proctor, said FCC in its reasoning ignored "the admitted interference by Dunkirk" and disregarded "the long established rule that a defective pleading may be aided by an opposing pleading and that a party will not be heard to insist that his adversary has omitted to allege facts he himself has supplied."

In view of this, the court said, "we cannot escape the conclusion that the action of the Commission in dismissing Albertson's application for rehearing was an unwarranted denial of rights accorded by law. This stands out in light of the fact that the Dunkirk license was obtained without a hearing and without notice to, or participation by Albertson, *all due to assurance that no interference would be caused.*"

"Had that fact been known to the Commission," the opinion said, "the license could not have been granted without Albertson's having notice and opportunity to be heard."

The court held that a rehearing should be allowed and Mr. Albertson "accorded a full and fair opportunity to show cause why operation of WBNY should not be interfered with, and thus modified . . . by the Dunkirk grant."

The court declined to consider Dunkirk's contention that the WBNY service area involved already was subject to interference from WPLN Erie, Pa., whose nonhearing grant of 250 w on 1400 kc WBNY was alleged not to have protested. The court said this question did not fall within the scope of the appeal and no opinion could be expressed on the matter.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

News

KEN MARSTON, sports announcer from WBAC Cleveland, Tenn., and WKSR Pulaski, Tenn., joins sports and announcing staff of WJJM Lewisburg, Tenn.

PAUL BARETTE, former CBC war correspondent, appointed editor of CBC International Service at Montreal. For past three years he has been chief of CBC French network news service. He replaces **GEORGE FRAZER,** appointed to Prince Edward Island provincial government as public relations officer.

DR. FRANK H. JETER, farm commentator on WPTF Raleigh, N. C., and agricultural editor of North Carolina State College there, honored by college in current yearbook, which is dedicated to him.

JOHN FACENDA, newscaster for WIP Philadelphia, given certificate of award by Golden Slipper Square Club for his commentary on sound track for film of Golden Slipper Camp.

LOWELL THOMAS Jr., son of Lowell Thomas, CBS news commentator, and Mary Taylor Pryor have announced their marriage.

RON MILLER, newscaster for WSAZ Huntington, W. Va., is the father of a boy, Scott Leslie.

Socialists' Meet Booked

FOUR networks to carry portions of Socialist Party National Convention at Detroiter Hotel, Detroit, June 2-4. MBS will broadcast keynote speech by Norman Thomas June 2, 11:15-11:30 p.m. ABC will carry speech by Maynard Krueger, U. of Chicago, June 3, 4-4:15 p.m. NBC's W. W. Chaplin will interview Mr. Thomas and Harry Fleischman, national secretary of Socialist party, on NBC June 3, 5:30-5:45 p.m. CBS will carry closing convention address by Mr. Thomas June 4, 11:30 p.m.-12 midnight.

Advertisement

From where I sit *by* Joe Marsh

Oh—My Aching Feet!

The other night just as I was about to settle down with a book and a mellow glass of beer, the wife calls down, "Joe—I almost forgot—you and I are going over to the High School and take dancing lessons!"

Now, I can waltz with the best of them, so naturally I put up a quiet struggle against going, but it was no use. Turns out it was the class in square dancing. And from the look on some of the other men I judged that I wasn't the only one there who had been taken by surprise!

Miss Williams and Curly Lawson taught us what to do with our feet, and before it was over, darn if I wasn't actually enjoying myself. Going back next week, too!

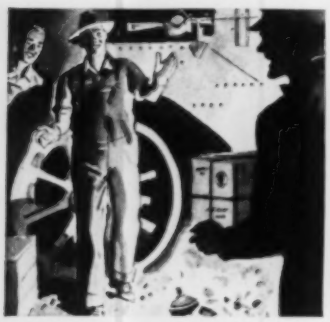
From where I sit, we sometimes get an idea into our head for or against something and then hang on for dear life. Whether it's square dancing, or the right to enjoy temperate beer or ale now and then, we owe it to ourselves as Americans to take an open-minded attitude—that's even *after* we make up our minds about it!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Contractor saves penalty of $500 — by investing $3.84 in Air Express

Time clause in housing project paving contract stood chance of being invoked when equipment broke down at 5 P.M. 10-lb. carton of replacement parts Air Expressed from 1200 miles away. Delivery in 8 hours. Air Express charge only $3.84—and contractor completed job on time.



$3.84 is small charge indeed, since it covers door-to-door service. Anytime delivery, 7 days a week, at all airport cities. This feature makes the *world's fastest* shipping service the most convenient to use.

Air Express always goes by Scheduled Airlines; this means extra dependability, *experienced* handling. And shipments keep moving 'round the clock. Regular use of Air Express keeps *any* business moving.

Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

ACTIONS OF THE FCC

MAY 19 to MAY 25

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
STA-special temporary authorization
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 19 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

KCNA Tucson, Ariz.—CP AM station to change from 1340 kc 250 w unl. to 580 kc 5 kw-D 1 kw-N DA AMENDED to request 580 kc 5 kw-D 500 w-N DA-N.

AM—1010 kc

Syndicate Theatres Inc., Columbus, Ind.—CP new AM station on 1010 kc 500 w-D AMENDED to request 1010 kc 250 w D.

AM—1590 kc

Radio St. Clair Inc., W. of Marine City, Mich.—CP new AM station 1590 kc 500 w D AMENDED to request 1590 kc 1 kw D DA.

AM—960 kc

WABG Greenwood, Miss.—CP AM station to change from 960 kc 1 kw D to 960 kc 1 kw-D 500 w-N.

AM—1420 kc

KLFY Lafayette, La.—CP AM station to change from 1390 kc 250 w D to 1420 kc 1 kw-D 500 w-N DA-N.

AM—1600 kc

WHLL Wheeling, W. Va.—CP AM station to change from 1600 kc 1 kw D DA to 1600 kc 5 kw D.

License for CP

WVOT Wilson, N. C.—License for CP to change hours of operation etc.
KBKI Alice, Tex.—Same.
KCLX Colfax, Wash.—License for CP new AM station.

Modification of License

KHBR Hillsboro, Tex.—Mod. license to change studio location.

Modification of CP

Mod. CP AM station to change frequency, power etc. for extension of completion date: KYUM Yuma, Ariz.; WSAY Rochester, N. Y.; WPRA Mayaguez, P. R.; KFBC Cheyenne, Wyo.; KGGF Coffeyville, Kan.

WPNF Brevard, N. C.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: WWJ-FM Detroit; WJZ-FM New York; WIS-FM Columbia, S. C.; KTSA-FM San Antonio.

KALE-FM Richland, Wash.—Mod. CP new FM station to change studio location to Columbia Basin Road, near Pasco, Wash.

Modification of License

WSMB-FM New Orleans—Mod. license to change ERP to 16.7 kw.

License for CP

WTTH-FM Port Huron, Mich.—CP to change ERP FM station to 6.6 kw and license to cover CP.

Modification of CP

WFMY-TV Greensboro, N. C.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1460 kc

WGBA Columbus, Ga.—CP AM station to change from 1460 kc 1 kw unl. DA to 1460 kc 5 kw-D 1 kw-N DA-N.

AM—550 kc

WLIN Merrill, Wis.—Mod. CP AM station to change from 550 kc 1 kw-D 500 w-N to 1 kw unl.

May 23 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WJVA South Bend, Ind.—Designated for hearing application for renewal of license and extended present license on a temporary basis for period ending Sept. 1, 1950.

Renewal Granted

WPAL Charleston, S. C.—Granted renewal of license for period ending Nov. 1, 1952.

Extensions Granted

Granted further temporary extensions of licenses of following stations to Sept. 1, 1950: WOXF Oxford, N. C.; KPMO Pomona, Calif.; WMEX Boston, Mass.; WGAR and aux., Cleveland, Ohio; KMPC Los Angeles, Calif.; WJR & aux. Detroit, Mich.; WTUX Wilmington, Del.; WBAL Baltimore, Md.; KEYY Pocatello, Ida.; WSNY Schenectady, N. Y.; KHOZ Harrison, Ark.; KXLR N. Little Rock, Ark.; KWAK Stuttgart, Ark.; KWEM West Memphis, Ark.; KOJM Havre, Mont.; WINK Fort Myers, Fla.; KSET El Paso, Texas; KSVC Richfield, Utah.

Petition Granted

Commission by Order, granted petition by Home News Pub. Co., New Brunswick, N. J., to intervene in television hearing to introduce evidence relating to general problems of allocation and utilization of ultra high frequencies. Company operates exp. TV station KE2XEL and FM station WDHN New Brunswick.

BY THE SECRETARY

The Chronicle Pub. Co., San Francisco—Granted license KMC-74 to use facilities of exp. TV relay KA-4131 as TV STL in connection with KRON-TV San Francisco, with trans. at 905 Mission St., San Francisco.

WVSH Huntington, Ind.—Granted license new noncommercial educational FM station; (88.1 mc), Ch. 201 10 w maximum.

Pacific Video Pioneers, Area, Signal Hill, Calif.—Granted license change power and trans. equipment KM2XAZ.

WJER Dover, Ohio—Granted license new AM station; 1450 kc, 250 w unl. time.

U. of Oklahoma, Norman, Okla.—Granted CPs for new remote pickups KA-6736, KKD-310.

Appalachian Bcstg. Corp., Bristol, Va.

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—Granted CPs new remote pickups KA-6737-8-9.

WMPM Smithfield, N. C.—Granted mod. CP for approval of ant., trans. and studio locations.

Following granted mod. CPs for extension of completion dates as shown: WLWC Columbus, Ohio to 12-16-50; KRON-TV San Francisco, to 12-15-50; WROW-FM Albany, N. Y. to 11-25-50; WHEN Syracuse, N. Y. to 12-12-50; WIBG-FM Philadelphia to 12-1-50; KRGV Weslaco, Tex. to 8-15-50; WERC Erie, Pa. to 8-2-50; WJON St. Cloud, Minn. to 12-7-50; KERB Kermit, Tex. to 7-7-50; WGRC Louisville, Ky to 8-15-50; KOEL Oelwein, Ia. to 8-15-50 (cond.); WVOW Logan, W. Va. to 11-15-50 (cond.); WDSM Superior, Wis. to 7-6-50 (cond.); KULE Ephrata, Wash. to 6-30-50 (cond.); KMAN, Manhattan, Kan. to 6-17-50.

Airfan Radio Corp. Inc., San Diego, Calif. — Granted license covering changes in existing remote pickup KA-3008: 29.15, 26.25, 26.35, mcs; 75 w A3 emission; trans. location—mobile area San Diego.

United Bcstg. Co. Inc., Montgomery, Ala.—Granted license new remote pickup KA-6044.

WCKY Cincinnati, Ohio—Granted request to cancel license to use composite 10 kw trans. for aux. purposes.

National Bcstg. Co. Inc., Hollywood, Calif.—Granted CPs for new remote pickups KA-6708-13.

Caribbean Bcstg. Corp., Arecibo, P. R. —Granted CP new remote pickup KA-6714.

WTOB Winston-Salem, N. C.—Granted mod. CP to change trans. location.

WFMJ Youngstown, Ohio—Granted license change frequency, increase power, install new trans. and DA-N and change trans. location; 1390 kc 5 kw DA-N, unl.

WFGM Fitchburg, Mass.—Granted license new AM station; 1580 kc 1 kw D.

WILS Lansing, Mich.—Granted license change frequency, power, hours of operation and trans. location and install DA-N.

KALE Pasco, Wash.—Granted license new AM station; 900 kc 1 kw D.

KFEQ St. Joseph, Mo.—Granted license change in daytime DA pattern.

KJCK Junction City, Kan.—Granted license change frequency; 1420 kc 1 kw D.

KOH Reno, Nev.—Granted license increase daytime power and install new trans. 630 kc 5 kw-D 1 kw-N DA.

WUSV Scranton, Pa.—Granted CP new noncommercial educational FM station; Ch. 201 (88.1 mc), 10 w.

WFMJ Youngstown, Ohio—Granted CP install old main trans. at present location of main trans. to be used for aux. purposes with power of 250 w.

WRCO Richland, Wis.—Granted CP install new trans. and authority to identify station as being located at Richland Center, Wis.

WATW Ashland, Wis.—Granted CP to install new trans.

KERB Kermit, Tex.—Granted mod. CP to change studio location; cond.

KRAO Red Oak, Ia.—Granted mod. CP for approval ant. and trans. location.

WOND Pleasantville, N. J.—Granted mod. CP for approval ant. and trans. location and change type trans.

WOIC Washington, D. C.—Granted license new commercial TV station and designate studio location as 40th and Brandywine St., Washington, D. C. in lieu of to be determined, Washington, D. C.

WFPA Fort Payne, Ala.—Granted license new AM station; 1290 kc 500 w D.

KFAB Bcstg. Co., Omaha, Neb.—Granted license new remote pickup KA-5242.

KVTT Dallas, Tex.—Granted CP to make changes in existing noncommercial educational FM station—to increase ERP & change type trans.; Ch. 203 (88.5 mc), 1.012 kw 135 ft. ant.

Mercantile Bcstg. Co., Miami Beach, Fla.—Granted CPs and licenses new remote pickups KA-6678-9.

Chambersburg Bcstg. Co., Chambersburg, Pa.—Granted CP new remote pickup KA-6676.

Frontier Bcstg. Co., Cheyenne, Wyo. —Granted CP new remote pickup KA-6677.

Columbia Bcstg. System Inc., New York—Granted CP for new remote pickup KA-4017.

WOAI San Antonio, Tex.—Granted CP to install new trans.

WMBI Chicago—Same.

WKY Oklahoma City, Okla.—Same.

KLZ Denver, Col.—Same.

WNJR-FM Newark, N. J.—Granted mod. CP for extension of completion date to 12-7-50.

WTOC-FM Savannah, Ga.—Same to 12-18-50.

Big Horn Bcstg. Co., Sheridan, Wyo. —Granted license new remote pickup KA-4015.

North Central Indiana Bcstg. Corp., Kokomo, Ind.—Granted CP and license new remote pickup KA-2824.

Associated Bcstrs. Inc., Wadena, Minn.—Granted CP and license new remote pickup KA-2894.

WSBT South Bend, Ind.—Granted mod. CP for extension of completion date to 8-16-50. (Cond.)

ACTION ON MOTIONS

By Commissioner Walker

Farmington Bcstg. Co., Farmington, N. M.—Granted dismissal without prejudice of application.

KTOW Oklahoma City, Okla.—Granted dismissal without prejudice of application.

KTFS Texarkana, Tex.—Granted dismissal without prejudice of application.

WTNJ Trenton, N. J.—Granted petition requesting Commission accept late filing of exceptions and brief in proceeding upon application and that of WBUD Morrisville, Pa.

George R. Nelson, Bradley Kincaid & Benjamin Dubb—Granted petition to dismiss petition filed on Jan. 18, 1949 which requested application of WSNY Schenectady, N. Y. be designated for hearing and to make the said petitioners parties thereto.

Louise C. Carlson, New Orleans—Dismissed as moot petition requesting application of Times Picayune Pub. Co., New Orleans for CP to replace expired permit be returned, dismissed or denied.

By Examiner Leo Resnick

KPRS Olathe, Kan. and KRES St. Joseph, Mo.—Granted petition of KPRS to amend application by supplying new eng. data, and for removal of application, as amended, from hearing docket; application of KRES is likewise removed from hearing docket.

FCC General Counsel—Granted petition requesting record of hearing in proceeding re application of Pioneer FM Co., Madison, Ind. for CP for new FM station (Class A) be reopened for sole purpose of accepting as part of record stipulation between General Counsel and William M. Poland, member of applicant partnership, and record is thereupon closed.

WSB Atlanta, Ga.—Granted continuance of hearing from May 22 to June 12 in Washington, D. C., in proceeding re petition of WSB for reconsideration of grant to WNCB Aiken, S. C. and for designation of such application for hearing.

By Examiner Jack Blume

WKMH Inc., Jackson, Mich.—Granted petitions of WKMH Inc. for leave to take depositions of 5 individuals in Jackson on May 24 and of 5 individuals in Detroit on May 26, in proceeding re application and that of WKNX. It is further ordered that the depositions of Robert W. Coleman, et al, shall be taken in Jackson, beginning May 24, and continuing from day-to-day until concluded; and further ordered that the depositions of Marshall Wells, WJR Detroit, et al, shall be taken beginning May 26, in Detroit, and continuing from day-to-day thereafter until concluded.

WKNX Saginaw, Mich.—Dismissed without prejudice leave to amend application.

By Examiner H. B. Hutchison

Clatsop Video Bcstrs., Astoria, Ore.—Granted continuance of hearing in proceeding re application et al, now scheduled for May 22, hearing continued until further order.

By Examiner Fanney N. Litvin

KOJM and KAVR Havre, Mont.—

(Continued on page 74)

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FCC Actions

(Continued from page 73)

Decisions Cont'd.:

Granted leave to amend KOJM application so as to request 610 kc in lieu of 910 kc, to change DA to be used nighttime only, and to show changes in financial condition of applicant, and for removal of said application, as amended, from hearing docket; application of KAVR likewise removed from hearing docket.

Motions Commissioner deferred action. Docket 9543. Docket 9604. In matter of revocation of license of KPAB Laredo, Tex. Mark Perkins (transferor) Laredo Bcstg. Co. (licensee) Allen K. Tish (transferee) Laredo, Tex.

May 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KWSO Wasco, Calif.—License for CP new AM station.

KPBM Carlsbad, N. M.—Same.

Modification of License

Kingston, N. Y.—Mod. license to change corporate name from Monadnock Radio Foundations Inc. to Kingston Bcstg. Corp.

Modification of CP

WNXT Portsmouth, Ohio—Mod. CP new AM station for extension of completion date.

AM—1190 kc

KLIF Oak Cliff, Tex.—CP AM station to change from 1190 kc 1 kw D to 5 kw D.

AM—1280 kc

WONW Defiance, Ohio—CP AM station to change from 1280 kc 500 w D to 1280 kc 500 w unl.

May 24 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Capital City Bcstg. Co. Inc., Menomonie, Wis.—Designated for hearing, in Washington, on Oct. 23 application for new station on 1450 kc 250 w unl. and made WDLB Marshfield, Wis. party to proceeding.

WICH Norwich, Conn.—Designated for hearing in consolidated proceeding applications WALE Fall River, Mass. and Bay State Bcstg. Co., Fall River, Mass., presently scheduled for July 10 in Washington, application of WICH for CP to install new vertical ant. and change trans. location; made WHMP Northampton party to proceeding with reference to WICH only.

The Monroe Bcstg. Co., Monroe, Wis.—Designated for hearing, in Washington on Oct. 24, application for new station on 1260 kc 500 w D and made WHBF Rock Island, Ill. party to proceeding.

WRIO Rio Piedras, P. R.—Designated for hearing, in Washington on Oct. 26, application to change facilities from 1140 kc 500 w N 1 kw-D, to 1320 kc 1 kw unl.

WSAT Salisbury, N. C.—Designated for hearing in Washington on Oct. 27, application for CP to install DA-N, increase hours of operation from D to unl. on 1280 kc 1 kw.

KBMY Billings, Mont.—Designated for hearing in Washington on Oct. 30, application to change facilities from 1240 kc 250 w unl. to 920 kc 1 kw DA-N unl., to install DA-N, install new trans.

WMNB North Adams, Mass.—Designated for hearing, in Washington on Oct. 9, application for mod. of license to increase power from 100 w to 250 w 1230 kc, made WTSV Claremont, N. H., party to proceeding.

May 24 Applications . . .

ACCEPTED FOR FILING

License for CP

KCSB San Bernardino, Calif.—License for CP to change hours of operation etc.

KECK Odessa, Tex.—Same.

WLAQ Rome, Ga.—Same.

(Continued on page 79)

ILLINOIS U.

Buys New FM Equipment

U. OF ILLINOIS trustees have announced purchase of a 50 kw FM transmitter and 550-ft. tower from WTMJ Milwaukee to improve the school's sound broadcasting service and as a first step towards entering the TV field.

School officials said Illinois would soon be operating the most powerful FM broadcasting unit for non-commercial purposes. The new equipment will be located at the university's Robert Allerton Park near Monticello, 26 miles from the main campus where the school's AM station, WILL, is located.

Purpose in setting up the equipment near the state's population center is future use of it as a feeder to several commercial down state stations which are interested in certain types of service and educational programs, the officials said. With an intermediate relay station, it was explained, the FM facility can link programs from the university with Chicago broadcasting. The tower can also support a TV antenna. Equipment for FM transmission is expected to be operating by late fall.

FCC Subpoena Rule

FCC CLARIFIED Sec. 1.832 of its rules relating to issuance of subpoenas last week by amending the provision to specifically indicate requests for subpoenas may be made at any time before or after a hearing has been designated. The amended rule states requests must be made in writing unless made on the record during a hearing and indicated such requests need not be served upon other parties to a proceeding.

Mexican Changes

CHANGES in assignments and call letters of several Mexican stations have been reported according to provisions of the North American Regional Broadcasting Agreement, FCC announced last week. Report showed XENT Nuevo Laredo to be operating on 1550 kc, switching from 1140 kc, with 50 kw, while XEML Mexico City, formerly using 20 kw on 1550 kc, now on 1140 kc at Veracruz. Both are Class I-B outlets. Call of XEHA was assigned to new station on 580 kc at Ciudad Camargo while XESL San Luis Potosi, on 1340 kc, was given power boost from 100 w to 250 w. New station on 1240 kc at Santa Ana was deleted and assignment with 250 w made at Nogales.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Eastern station wants good general manager. One willing to invest. Box 180F, BROADCASTING.

Manager: 250 watt daytime, rural station. Texas Panhandle. Mutual, owned by newspaperman, offers opportunity to right man to acquire up to ⅓ interest out of earnings after trial period. Excellent prestige but profit slipping as present manager relaxes. Need morally high-type, solid family man who loves small town and will work to achieve financial security. Promoters, fly-by-nights save postage. Open 3 or 4 weeks. Box 340F, BROADCASTING.

Salesmen

Connecticut 1000 watt independent seeks aggressive salesman with record of proven results in local fields. Interested only in man who knows how to sell and resell. Box 112F, BROADCASTING.

Experienced time salesman for 5000 net affiliate in top south market. Guarantee and commission. Box 122F, BROADCASTING.

Salesman with proven record. 5 kw midwest Mutual affiliate. Liberal drawing account against commissions. Write stating experience. Send complete particulars including photo, references. Box 189F, BROADCASTING.

Wanted—Salesman with proven ability —1000 watt station in central Massachusetts. Good opportunity for right man. Will pay the right salary for the right man. Answer must be in long hand and picture must accompany first letter. Box 193F, BROADCASTING.

Salesman — Aggressive, experienced salesman ABC Texas station. Draw against commission. Box 268F, BROADCASTING.

Connecticut station seeks man with proven record of sales. Box 307F BROADCASTING.

Salesman-commercial manager for 1000 watt station in Tennessee. Must be thoroughly experienced. This is a new station in a new market with excellent opportunities to man who can produce. Box 312F, BROADCASTING.

Good sales position for man wanting permanent small-market set-up. $200 month guarantee with no charge-back, straight 15% when billing equals guarantee. Splendid potential; independent station. Box 337F, BROADCASTING.

Salesman wanted. Send photo and details to KOCO, Salem, Oregon.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

High caliber, experienced man who would like to make western New York his permanent home. Remuneration based on 15% commission which will not be cut. Possibility of advancing to commercial manager. Must have proven ability and character which will bear strict investigation. WJOC, Jamestown, New York.

WKAT, Miami, Miami Beach has opening for man who can manage, direct sales and sales campaign. Must be of proven record and integrity; have best references. Experience handling alert, progressive sales staffs. Must sell himself and service house accounts; aid sales staff in selling and closing. This is not an easy, soft job, as we are an alert, driving outfit. Unwilling worker need not apply. Salary will be negotiated and incentive earnings will be agreed upon.

Announcers

Straight staff with 5000 watt net affiliate. Occasional special events and mc. Midsouth. Box 121F, BROADCASTING.

Help Wanted (Cont'd)

Need good commercial staff man in midwestern major market radio. Minimum 3 years experience. Good basic salary. Forward disc, background info. Box 127F, BROADCASTING.

Announcer with 1st class license. Permanent position southern station. Box 231F, BROADCASTING.

Personality man, versatile, original night shows. Football announcing helpful. Permanent ABC affiliate. Box 269F, BROADCASTING.

North California 250 watt independent wants announcer with 1st phone license, who can write copy, announce special events and sports play-by-play, act as program director. Give salary requirements. Write Box 277F, BROADCASTING.

Need three excellent combination men immediately for position with established east coast fulltime station. Must have first class license with accent on announcing. If you're looking for a fine place to work with a congenial organization, let's hear from you immediately. Send disc and resume to Box 284F, BROADCASTING.

Announcer-engineer. Must have engineer's license. Quality announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 135F, BROADCASTING.

Combination engineer-announcer emphasis on announcing. Send complete information, disc. Mutual affiliate KAVR, Havre, Montana.

Announcer-engineer experienced only. Accent on announcing. Furnish phone number, experience, references. WCVA, Culpeper, Va.

Wanted—Announcer with 1st class ticket, emphasis announcing. Desire play-by-play football. Needed at once. WSSO, Starkville, Miss.

Production-Programming, others

Capable program director. Initiative paramount. Ideas must be comparative with 250 watt fulltime independent operation in retail market of twenty million. Location middle Atlantic state. No floaters. No hotshots. Steady, responsible man only. Send disc, experience and references first letter. Personal interview necessary if these satisfactory. Box 234F, BROADCASTING.

Program director. Leading southern network affiliate, with TV plans, needs experienced man to produce saleable programs, do top public relations job. Permanent position under aggresive management. Box 238F, BROADCASTING.

Continuity writer 5 kw midwest network. Experienced traffic, commercial copy. Send details. Background, qualifications, salary requirements. Box 287F, BROADCASTING.

Music librarian. Bright young girl to program kind of music that clicks. Responsible, permanent position. Resume, references and photo please. WHYN, Holyoke, Mass.

Situations Wanted

Managerial

Administrative ass't—accounting. Thorough knowledge of radio from administrative viewpoint and broadest personal relationship with industry heads. Currently employed and responsible for supervision of accounting, (hold degree), employees, administration and general office managerial duties. Box 166F, BROADCASTING.

Situations Wanted (Cont'd)

Not a chair warming manager, unexcelled engineer, nor high pressure salesman but a good honest dependable, hardworking man desiring an affiliation where he can settle down, raise a family and dog and feel secure. Years of experience in all phases of broadcasting would prove valuable to any organization. Available now. Box 195F, BROADCASTING.

Station manager, experienced, wants manage small station town 50,000 or less, west of Chicago. Personal and business record excellent. Experienced building programs that will sell, training salesmen and selling both local and national business . . . in other words, making money for owners. Compensation based on volume and profits. Can arrange personal interview. Box 270F, BROADCASTING.

Four years experience all phases small station operations through building by community service. Married, mature. Can sell, announce or manage. Want opportunity to prove myself to you. Box 275F, BROADCASTING.

Manager—Knowhow in every department gained thru hard-knocks experience. Proven sales, programming and public relations ability. Exceptional references from advertising agencies, station representatives, chamber of commerce, past and present employers. Managerial experience in 250 and 1000 watt metropolitan and rural stations. 32, married, two children. Would consider production or program director in metropolitan market. Presently employed, but can start solving your problems after June 15th. Box 276F, BROADCASTING.

Manager—Network and independent experience. Heavy on sales. Can show you black ink operation. Married, have three children. Can leave in two weeks. Box 282F, BROADCASTING.

General manager — Now commercial manager 1 kilowatt, 3 million market in middlewest. Complete story follows. Box 286F, BROADCASTING.

Manager or commercial manager, family man wants to become permanent part of a small community. Experienced local sales problems. Salary plus. Details. Box 289F, BROADCASTING.

Now employed metropolitan New York managerial capacity. Former announcer, program director, also first class license. Thoroughly experienced all phases. Will make owner proud of his station if given the opportunity. Box 298F, BROADCASTING.

Salesmen

Salesman: Young, aggressive. Record of successful achievement. College graduate. TV affiliated operation preferred. Reference from present employer. Box 59F, BROADCASTING.

Salesman, three years college, married, 27, three years experience selling, managerial qualities. Write Box 151F, BROADCASTING.

Salesman, young man with college background and limited experience in radio sales, copy and production, also hold 1st phone. Prefer sales but will combine anv of the above to round out staff of rural independent. Box 317F, BROADCASTING.

Salesman. Hard-hitting sales producer. Record of successful results. Serious family man. TV affiliated operation preferred. In position go any place U.S.A., but not interested in "Blue Sky" promises. Topnotch references. Box 334F, BROADCASTING.

Announcers

Chief announcer—Family man. Desires immediate opportunity. Available at once. Box 11F, BROADCASTING.

Announcer, network and independent experiece. Young, single. Good selling voice. Top references. Available immediately. Disc and details on request. Box 115F, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 136F, BROADCASTING.

Announcer, knowledge all phases of broadcasting. Also operate console. Good on commercials, news, etc. Television, some directing and camera experience. Understand all phases of TV. Thoroughly trained, top references. Ambitious, dependable, married. Limited announcing experience. Box 212F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—5 years experience. Prefer south or west. Consider all. Friendly, record of dependability and success. Available short notice. Car. Box 217F, BROADCASTING.

Announcer—Seeking permanency. 4 years experience all phases. Desires news position. Married. West preferred. Consider all. $60. Box 218F, BROADCASTING.

I dare them all; southern stations you all, to hire me. Two years announcing, copywriting. Box 222F, BROADCASTING.

Announcer, salesman. Experienced in FM time sales, college grad, radio school grad. Emphasis on news and sports, deep mature voice, 27. Vet, single, no foolish claims. Disc or interview will convince. Box 223F, BROADCASTING.

I will exchange four years eastern net and indie experience, ability, natural delivery and dependability for a position with a progressive station. Special events, sports, morning show specialty, writing, producing, among qualifications. Married, one child. References—best. Travel? Yes. Answer all replies. Box 259F, BROADCASTING.

Announcer, writer, salesman. Hard-working and dependable, married 23, college graduate, travel anywhere. Salary secondary. Details and photo upon request. Box 266F, BROADCASTING.

Announcer — qualifications — college graduate, experience, good chatter, voice. Answer progressive station in nice town. Box 271F, BROADCASTING.

Is there a Florida station needing good experienced announcer? Excellent voice, write copy, run console. Strong on news, commercials, music. Age 31, married, children. Now employed, but prefer permanent spot in sunshine state. Box 280F, BROADCASTING.

Sports-news-general announcer-sports-writer. Summer relief or permanent. 1 kw experience. Good sports background. Resume, disc available. Box 285F, BROADCASTING.

Hopeful announcer-disc jockey looking for that first break. Ambitious and willing to work. Single, disc available. Box 287F, BROADCASTING.

News—Mature, experienced man with voice, delivery and writing ability, presently employed in executive capacity desires fulltime news job with station which demands the best. Box 288F, BROADCASTING.

Staff announcer—Experienced in all phases—operate console. Disc upon request. Box 290F, BROADCASTING.

Announcer and accountant desires locate Virgina, Carolinas coast line, experienced, competent, references. Box 292F, BROADCASTING.

Combination announcer-engineer. Graduate of AM, FM, TV school. No experience. Car, single, will travel. Available immediately. Box 296F, BROADCASTING.

Announcer-engineer—family man, fourteen months training, two years experience, presently employed desires permanent employment with progressive station. Good voice, good delivery, news, sports, commercials. Handle DJ, ad-lib. Box 304F, BROADCASTING.

I'm a gal who can create it, type it and announce it. How about putting me to work? Box 306F, BROADCASTING.

21 months experience, announcer-engineer, familiar with all types of record shows, remote pickups, man on the street, can write. Capable sports, news and commercial man. Board operator. Vet, 30, single. Staff announcer. Presently with net affil. Box 309F, BROADCASTING.

Clip this ad if you need a good announcer who can handle bookkeeping, office work. Box 293F, BROADCASTING.

Virginia-North Carolina stations. Young announcer, single. Radio, television schooling. Experience, deep pleasant voice. Disc available. Write Box 314F, BROADCASTING.

Triple threat radio and/or TV man; ten years as radio announcer, news editor, program director; produced, directed and created TV shows; looking for permanent position requiring initiative; now employed but available for immediate interview. Box 315F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, experienced, news, commercials, disc jockey, console operation, play-by-play ball in all sports, college, disc and photo available. Will travel. Box 316F BROADCASTING.

Experienced 3 years, all-round announcer, newscaster, D.J. College background, operate console. Box 318F, BROADCASTING.

Young man, single, seeking staff announcing position. Some experience. Trained in all phases radio at Radio City. Will travel. Disc available, also fully trained in TV. Box 320F, BROADCASTING.

Announcer, versatile, picture. My recording will speak for me, go anywhere. Box 323F, BROADCASTING.

Staff announcer, 3 years staff, all phases of radio, including board, sports, music, specialist on news. Single, will travel. Disc, references, information request. Box 324F, BROADCASTING.

Announcer, single, 23, four years experience. All-round staffer. Intelligent news, strong on DJ, write copy, work board. Will travel. Box 325F, BROADCASTING.

Announcer, four years experience. Can really build audience for DJ show. Strong on news. Handle board, write copy. Disc, information on request. Box 326F, BROADCASTING.

Sports broadcaster—commentary, play-by-play, sportswriter, player background. College grad, young, ambitious. Box 327F, BROADCASTING.

Announcer-writer. Good voice, sober and dependable. Available immediately. Experience in announcing, disc jockey, news, continuity writing. Knowledge of board; 5 years sales promotional work. Disc and references available. Box 328F, BROADCASTING.

Announcer, three years. Top mail pull. Also news, continuity, program, traffic. Answer this and you'll get your money's worth. Prefer west. Box 330F, BROADCASTING.

Announcer-engineer-program director with six years experience—car, best references. Familiar with all phases . . . willing to work hard. Prefer south. Box 331F, BROADCASTING.

Invest wisely and make money—man with pleasant voice, college grad. Complete extensive course in radio broadcasting, can operate console. If interested will send audition disc and resume. Box 335F, BROADCASTING.

Sportscaster, 2 years experience baseball, basketball, football, console, announcing also. B.S. Degree, married. Available now. Box 339F, BROADCASTING.

If you're looking for a combo man with a little more experience, ability and dependability than the average. Would like to hear from all stations offering a livable salary. Box 332F, BROADCASTING.

Topnotch, free lance announcer in the New York area, over five years experience, wants secure, permanent position in large eastern market . . . AM, TV or both. Send replies to Apartment 4-M, 102-40 67th Drive, Forest Hills, N.Y.C.

Announcer, experienced. All-round, newscaster, deejay and sports. Will go anywhere. Disc and photo available. Robert James, 513 Emmett St., Palatka, Florida.

Announcer-writer; experienced. Jay Moon, 138 Garside Street, Newark 4, N. J. HU 5-1775.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Announcer-newscaster: College degree. Young. Two years experience at 500 watt station, regional frequency. Continuity and control board ability. Good musical background. References. Disc. Will travel. W. Plunkett, Sturgis, S. D.

Sportscaster, play-by-play, baseball, boxing, etc. Disc, photo on request. Ernie Puig, 765 Southern Blvd., Bronx 55, N. Y.

Announcer: Limited experience New York stations, operate console. Veteran 25, college. Disc, photo, resume, references available. Free to travel. Frank Real, 173 Fountain Ave., Brooklyn 8, N. Y.

Graduate of leading radio school. 2½ years radio speech at McPhail College. Majored in news, commercials, sports and narrating speech. Write Ken Sunders, 440 Adams St., N. E., Minneapolis, Minnesota.

Situations Wanted (Cont'd)

Technical

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 33F, BROADCASTING.

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Engineer, 14 years experience, AM-FM construction installation—maintenance—studios—transmitter. 10 kw directional, available immediately, references. Box 145F, BROADCASTING.

Engineer—First class radiotelephone license. Six years experience; FM, AM, studio, remotes, transmitter. Married, available at once; will go anywhere. Box 192F, BROADCASTING.

4 years experience, first fone, college senior. Desire vacation work. Box 198F, BROADCASTING.

Chief engineer. Now chief of one kw. 20 years experience including directionals, construction of two stations. Family. Box 220F, BROADCASTING.

First phone license. Will accept job anywhere. Inexperienced, but full of ambition. Box 257F, BROADCASTING.

Chief engineer, 17 years experience all classes of stations. Particularly well trained in construction, studio and transmitter and difficult directionals. Desire make change with full consent and approval of present employer. Prefer south. Box 262F, BROADCASTING.

Looking for a good chief engineer or staff technician? Experienced college graduate desires employment. Veteran, married, car. Box 273F, BROADCASTING.

Situation wanted—Experienced engineer wishes position in right station, will furnish reference on request. Single. 22 years of age. Box 274F, BROADCASTING.

Engineer, experienced, versatile, wants more education. Nights or part time in university town. Salary secondary. Box 297F, BROADCASTING.

Engineer-announcer. Thoroughly competent engineer. Announcing better than average. Strong on news and commercials. Can write acceptable copy. Prefer south. Available immediately. Box 300F, BROADCASTING.

Chief engineer. Record will stand closest scrutiny, backed by well known references. Experienced with toughest directionals. Management minded. Excellent personnel relations. Box 302F, BROADCASTING.

Engineer now available. First phone. 33 years old, single, reliable, ambitious, college background and excellent character references. Technical experience 250 watt transmitter, control board and remotes. Creditable announcing, knowledge of programming. Will sell in spare time. Desire position with a progressive station offering opportunity and permanence—location unimportant—prefer west-southwest. Minimum salary $50 to start. Photo, disc, particulars on request. Box 305F, BROADCASTING.

First phone license. Young and single. Desires position. Will travel. Box 311F, BROADCASTING.

Combination operator-announcer wants position with progressive station in Virginia area. Married, 23 years old, presently employed, 14 months experience. Box 313F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) experience audio console and turntables. Worked 500 w xmitter. Single, willing to travel. Box 319F, BROADCASTING.

First class license. Single, age 33, very young appearance. Willing to start from bottom. Serious-minded, conscientious. Box 322F, BROADCASTING.

Chief engineer, experienced all phases, transmitter, studio, nemo also previous combination engineer-announcer. Over 2½ years chief. Interested primarily in engineering. Married, reliable, excellent references. Prefer upper midwest, but all offers considered. Box 336F, BROADCASTING.

Engineer, first phone, no experience, age 25, single, have car, would like to settle in south. Radio school graduate. James Bratcher, R#2, Box 43, Daylight, Tenn.

Engineer, first phone license, two years broadcasting experience. Single. Age 23. Immediately available. James Ellzey, Rt. 4, Tylertown, Mississippi.

Situations Wanted (Cont'd)

Experienced operator will accept position anywhere. Seeking combination experience. George Kregotis, 2221-19 St., S. W., Mason City, Iowa.

Holder of first telephone, second telegraph, amateur radio licenses—college graduate. Desires broadcast operator position. Will relocate. Write James Lawlor, 930 East 4 Walk Apt. 14E, N. Y., N. Y.

Engineer-announcer two years experienced operation and construction of control room and transmitter, AM and FM. Available immediately, prefer New York state. Dick Pirong, c/o WNOR, Norfolk.

Experienced engineer seeks permanent position in home state of Kansas. Presently employed as engineer-announcer. Single, car, references. Bernard Budenbender, 902—1st Avenue East, Williston, North Dakota.

Engineer—1st phone, 2nd tel. No broadcast experience. 2 years radio communications, available immediately. Will relocate. Robert Farrell, 28 Schaeffer St., Brooklyn 7, N. Y.

Radio operator, no experience, wants 1000 or $150 per month. Sober and dependable. Year contract or 6 months in west or southwest and possibly in south. Available immediately. I need time on ticket. Walter Hoffman, P. O. Box 1407, Beverly Hills, California.

Transmitter engineer, 6 years experience, married. Available immediately. Jack Slygh, Box 206, Mabscott, W. Va. Phone Beckley 3539.

Production-Programming, others

Programming-traffic-woman's editor. 15 years experience in radio, 1½ years TV. Write Box 263F, BROADCASTING.

Radio-television. Salary, location no object. Enthusiastic, young, single. Graduate known New York school. Knowledge programming, all phases of production. Box 281F, BROADCASTING.

Good programming and production sense. Thorough knowledge of popular and classical music. Experience in programming, announcing, commercial and production continuity, special events. These, plus willingness and ambition, are my qualifications. I hope they meet with your approval. Box 294F, BROADCASTING.

Available for production, programming, or promotion position AM or TV with opportunity. Midwest. Married, 26, industrious and steady. BA in radio. Announcing, production, writing background. Good references. Box 295F, BROADCASTING.

Writer; commercial and dramatic. Sales and publicity experience. Presently employed. College graduate. Family. Top references. AM or TV. Box 301F, BROADCASTING.

Six years radio experience. Extensive knowledge classical music, both symphony and opera. Two years singing opera and musical comedy. Proven record . . . can make classics listenable, interesting and saleable. Former commentator with Philharmonic Orchestra. Read French, Italian and German with varying degrees of fluency. Best references. Box 303F, BROADCASTING.

One year with radio. Can write and produce. Age 29, single. Box 308F, BROADCASTING.

Announcer, family man, 3½ years experience in staff, special events, sports and board work located in Baltimore, desires position as program director or staff man on a permanent basis with solid midwestern station. Box 329F, BROADCASTING.

Farm director, 2 years radio experience extensive agricultural background, car, will travel. Excellent references. Box 333F, BROADCASTING.

Ambitious young lady with two years experience as continuity writer, women's editor, traffic, assistant program director, (emphasis production), air experience with children's programs and women's shows, looking for job immediately. Degree in radio-speech. Can furnish the best references. Work anywhere. Prefer work in production. Box 338F, BROADCASTING.

Attention station managers. Newsman-announcer-reporter who covered South Amboy, New Jersey explosion ABC News of Tomorrow. Ex-news director 1000 watt Virginia station seeking similar job station larger northern or metropolitan city. College graduate, married, three years experience, radio, newspaper, wire service, publicity. Leigh Smith, 763 Bloomfield, Montclair, New Jersey.

Television

Technical

Telecasting engineer; 1st phone, some broadcasting experience, excellent radio and professional photography background, married, car, desire opportunity in TV station. Box 103F, BROADCASTING • *TELECASTING.*

Two engineers, 1st phone, desire TV position, recent graduates SRT-TV. Available immediately. Single, car, will travel. Box 321F, BROADCASTING • *TELECASTING.*

Production-Programming, others

Young Univ. of Missouri graduate seeks opportunity with station, agency or packager as writer-producer trainee. Presently employed AM station. Have proven writing record. Some sales and publicity. Family. References. Box 310F, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale—by Twin Cities broadcasting company block of up to $5,000 of common stock. Details on request. Box 188F, BROADCASTING.

For sale—250 watt fulltime network station located in southeast. $25,000 cash. Box 260F, BROADCASTING.

New England exclusive network outlet. Desirable property for sale on basis of 5 times net. Box 272F, BROADCASTING.

Equipment, etc.

For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw.; General Electric BC-3A transmitter console, two racks of speech input equipment; also Western Electric 8-section cloverleaf antenna, type 54-A. Make offer. Box 992E, BROADCASTING.

For sale—Hewlett-Packard FM frequency and modulation monitor. 20 per cent off original cost of $935.00. This monitor has not been used. Write Box 209F, BROADCASTING.

For sale: Two Model Y-2 Presto recording amplifiers and turntables. Used very little. Condition good as new. Mounted in handsome console. This equipment cost over $2,200 and is available at a big saving. Contact Radio Station KRIG, Odessa, Texas.

For sale—RCA BTF—3B, 3 kw FM transmitter, like new; two sets of tubes; 2 crystals, 93.7 megacycles. Spare parts, high voltage plate transformer. Also RCA BF—14AB aluminum, four-section, pylon antenna, complete with obstruction lights, vibration dampers and photo-electric light control equipment. All offers considered. F.O.B. Granite City, Illinois. Write, wire Chief Engineer, KXOK-FM, 12th and Delmar, St. Louis 1, Missouri.

For sale—Western Electric 54A, 4 bay cloverleaf antenna. Used, but in good condition. Make offer. Chief Engineer, WAGE, Inc., Syracuse, N. Y.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Merger of WJLK and WCAP, Asbury Park, N. J. makes available immediate sale 1 GE 250 watt FM transmitter, 1 WE 25B console. Good condition. $1,250 each FOB. Will trade a/c 250 watt AM transmitter.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Manager and chief engineer of a southern station would like to buy station in south through earnings. Can give results and not clock watchers. Box 283F, BROADCASTING.

Equipment, etc.

Turntable, preferably RCA, complete with pickup. State lowest price and age. Box 37F, BROADCASTING.

Complete equipment and tower 250 watts AM. Willing to share stock in a southwest corporation. Box 265F, BROADCASTING.

XUM

Wanted to Buy (Cont'd)

Wanted to buy—1 kw AM transmitter. Prefer Raytheon RA-1000 or Gates BC-1E. Must be in good condition. Write full details and price to WVOP, Vidalia, Ga.

Situations Wanted

Managerial

NAB DEPARTMENT HEAD

(Available June 1)

You're familiar with my work. Am Ass't Treas., NAB and with Ass'n since 1936 (except for three years Navy). Responsible for supervision of accounting (hold degree), employees, administration and general office managerial duties.

Thorough knowledge of radio from administrative viewpoint and broadest personal relationship with industry heads. Write, wire "Rev." Revercomb NAB 1771 N Street N. W., Washington 6, D. C.

For Sale

Stations

98'
42' HIGH

WOULD YOU LIKE A SPACIOUS TV STUDIO 8 MINUTES FROM TIMES SQ.

Wonderful for network shows and rehearsals. Building in excellent condition. No posts. High elevation. Former theater in Jersey. Excellent transportation. Phone Henderson 4-2942 or write Box 278F, BROADCASTING • TELECASTING.

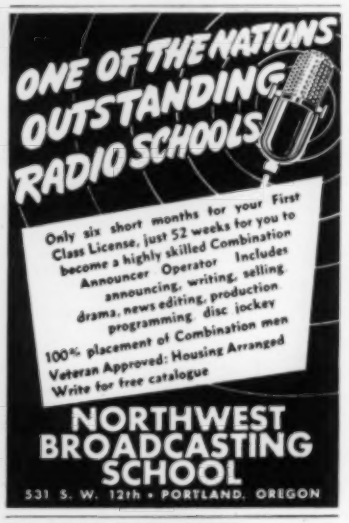
76' (height)
23' (width)
2 STORY BLDG.
76'
BALCONY

Wanted to Buy

Stations

Radio station manager desires to purchase outright 250 watt network (not bonus) AM station in midwest or northwest in city of at least 20,000. Station must have good sales record or potential. Plan to operate it myself. Prefer to deal directly with present owner. Box 279F, BROADCASTING.

School


ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator Includes announcing, writing, selling, drama, news editing, production programming disc jockey
100% placement of Combination men
Veteran Approved: Housing Arranged
Write for free catalogue
NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

MAYFAIR HIT

AFRA Claims 'Unfair'

AMERICAN Federation of Radio Artists has labeled as "unfair" the Mayfair Transcription Co., Hollywood, and its executive vice president, B. A. Joslin. Action followed alleged refusal by the firm to pay AFRA members rates specified in union transcription code for sale and release of the Alan Ladd *Box 13* series in foreign countries through Towers of London, in addition to money due for second release of the series in Los Angeles on KECA.

Ruling, authorized by AFRA national board, prohibits union members from performing any services for Mr. Joslin or the transcription company.

The union further demanded filing of bond as required under the transcription code in "amount sufficient" to guarantee payment of $6,368 due for foreign release and approximately $4,750 for domestic reissue of the balance of 19 programs of the *Box 13* series.

Satisfactory settlement for violation of an individual contract with Knox Manning for release of *Behind the Scenes* transcribed series also was demanded from the firm by AFRA.

FARM DIRECTORS

Set Washington Agenda

AGENDA for the fourth Radio Farm Directors' Washington meeting, slated for June 12-13, has been sent to RFD members by the U. S. Dept. of Agriculture.

Opening the two-day meeting, which will include sessions with farm organizations and Congressional committees, will be a TV forum titled "Television—Is It or Will It?" under the direction of Maynard Speece and Tom Noone, department radio-TV specialists. Talk is scheduled for 9 a.m. on Monday.

A complimentary luncheon arranged by the National Assn. of Radio Farm Directors will be held at 12:30 p.m. at the Carlton Hotel. Members of the Senate and House Agriculture committees will meet with directors at 3 p.m. that day, and at 6 p.m. NARFD will hold a dinner at the Mayflower Hotel.

Jackson Heads Discussion

C. W. Jackson, KCMO Kansas City, Mo., will lead an informal morning session Tuesday on NARFD-USDA relations, with information personnel of both organizations taking part. Following sessions on European farm problems, food and the "cold war," and the research outlook, RFDs will meet with President Truman at noon.

Afternoon sessions, following a luncheon given by the National Farm Organizations at the Washington Hotel, will include a discussion with farm organizations under leadership of Roy Battles, NARFD president.

RFDs who desire will be able to tour WNBW (TV) Washington studios and sit in on a USDA color TV show, slated for 3:30 p.m. USDA information officials, including Kenneth Gapen, assistant director for radio-TV information, and Messrs. Speece and Maynard, will be on hand Wednesday for informal discussions of television.

Headquarters will be Room 281, Administration Bldg., Dept. of Agriculture.

WBEN COMMENDED

Cited by CIO for Time Offer

FOR offering radio time to union, religious, political and civic leaders wanting to express "opposing views" to those of John T. Flynn on his current transcribed series, WBEN Buffalo has been commended by CIO Regional Director Hugh Thompson.

The commendation came after Frank W. Kelly, WBEN station manager, sent a letter to the leaders inviting them to use WBEN time in the event they felt "justified" in giving opposing views. The Flynn broadcasts are heard weekly. Mr. Thompson said: "WBEN is to be commended and I hope other stations will follow suit."

WBRC IS 25

NBC Programs Salute Outlet

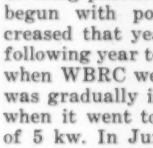
WBRC Birmingham, Ala., NBC outlet that once had its transmitter in a clothes closet of the local YMCA, celebrated its 25th anniversary Saturday (May 27). NBC network programs saluting the station included *Truth or Consequences*, *The National Farm and Home Hour*, U. S. Army Band and *Matinee at Meadowbrook*.

Back in 1925, believing that radio was here to stay, J. C. Bell and two of his friends, M. D. Smith Jr. and K. G. Marshall, formed a broadcasting company and named it for Mr. Bell's radio shop, "WBRC." The first studio was in the back of this shop with only a curtain as a dividing partition. Operations were begun with power of 10 w, increased that year to 50 w and the following year to 250 w. From 1929, when WBRC went to 500 w, power was gradually increased until 1940 when it went to its present power of 5 kw. In June of 1949, WBRC opened its TV outlet which is affiliated with NBC and DuMont.

Eloise Smith, wife of one of the station's founders, M. D. Smith Jr., is now president and general manager. Don Campbell is sales manager, G. P. Hamann is manager of television operations, and Oliver Naylor is TV sales representative.

Dellar Names Wickett

APPOINTMENT of Martin Deane Wickett as director of operations of the three Lincoln Dellar stations — KXOA Sacramento, KXOB Stockton and KXOC Chico —has been announced by Herb Ferguson, vice president and general manager of the Dellar group. For the past year, Mr. Wickett has been director of operations for KXOA Sacramento. Homer VanDerwerker and Neil McIntyre, operations directors for KXOB and KXOC, respectively, continue in their present posts, Mr. Ferguson said.



Mr. Wickett

FTC REPORT

Radio-TV Misnomers Less

TOTAL of 1,201 out of 59,758 radio and television advertising continuities were set aside for study during April as "possibly false and misleading," according to Federal Trade Commission's monthly report on radio and periodical advertising.

The division's report also showed, in comparison, a larger proportion of newspaper ad copy marked for such study. Total of 537 out of 12,563 newspaper advertisements were designated as "possibly false and misleading." Analysis of magazine copy revealed a similar ratio.

Midwest Money-Maker

$45,000.00

This is one of the outstanding low-priced opportunities of the year. Located in an attractive college city and a rich farm market, this exclusive station is doing over $5000 a month and showing a fine profit on low operation cost. Valuable building and land are included in the realistic price of $45,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 74)

Applications Cont.:

AM—1360 kc

KGB San Diego—CP AM station to change from 1350 kc 1 kw unl. to 1360 kc 5 kw unl. DA-DN AMENDED to request DA-N.

AM—910 kc

William C. Grove, Denver, Col.—CP new AM station 910 kc 1 kw D AMENDED to request specified hours.

AM—1520 kc

Lake County Bcstg. Corp., Hammond, Ind.—CP new AM station on 1520 kc 5 kw DA AMENDED re officers, directors and stockholders.

License for CP

KEYL-TV San Antonio—License to cover CP new commercial TV station to indicate slight change in ERP to 17.7 kc and studio location as N. St. Mary's & Villita Sts., San Antonio.

TENDERED FOR FILING

AM-1430 kc

KCNI Broken Bow, Neb.—CP new AM station to change from 1490 kc 1 kw D to 1430 kc 1 kw unl.

TV APPLICATION RETURNED

WBEN-TV Buffalo, N. Y. — RETURNED May 16 application to increase power new commercial TV station. Application incomplete and does not comply with present Rules.

May 25 Applications . . .

ACCEPTED FOR FILING

AM—1330 kc

Rose M. Kirby, Scottsboro, Ala.—CP new AM station on 1280 kc 1 kw D AMENDED to request 1330 kc 1 kw D and change name to Scottsboro Bcstg. Co.

AM—1460 kc

WGBA Columbus, Ga.—CP AM station to change from 1460 kc 1 kw unl. DA to 1460 kc 5 kw-D 1 kw-N DA-N.

AM—1590 kc

Olathe, Kan. — CP AM station to change from 1590 kc 500 w D to 1550 kc 1 kw D AMENDED to request 1590 kc 1 kw D.

AM—610 kc

KOJM Havre, Mont.—CP AM station to change from 730 kc 1 kw D to 910 kc 1 kw unl. DA-N AMENDED to request 610 kc 1 kw unl. DA-2.

License for CP

KBMN Bozeman, Mont.—License for CP new AM station.

KNED McAlester, Okla.—Same.

Modification of CP

KYMA Yuma, Ariz.—Mod. CP new AM station for extension of completion date.

WLIN Merrill, Wis.—Mod. CP AM station to change from 550 kc 1 kw-D 500 w-N to 1 kw unl.

Mod. CP new FM station for extension of completion date: KOCY-FM Oklahoma City; KREL-FM Goose Creek, Tex.

License for CP

WNOV St. Paul, Minn.—License for CP new noncommercial educational FM station.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 25

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,107	185		301	279
FM Stations	702	493	263	3*	18	13
TV Stations	104	40	69		353	182

* Two on the air.

CALL ASSIGNMENTS: KFDR Grand Coulee, Wash. (Carl F. Knierim, 1400 kc, 250 w SH); KTER Terrell, Tex. (Terrell Bcst. Corp., 1570 kc, 250 w day); KUTE Glendale, Calif. changed from KGLA (Robert P. Adams); WABM Houlton, Me. changed from WMAI (Aroostook Bcstg. Co.); WCAP Lawrence, Mass. changed from WABW (Northeast Radio Inc.); WBRD Fort Lauderdale, Fla. changed from WSLN (George D. Gartland); WCRI Scottsboro, Ala. (Pat M. Courington, 1050 kc, 250 w day); WOKY Milwaukee, Wis. changed from WEXT (WEXT Inc.); WGTA Summerville, Ga. (Tri-State Bcstg. Co., 950 kc, 1 kw day); WMIK Middlesboro, Ky., changed from WCPM (Cumberland Gap Bcstg. Co.); WVOW Logan, W. Va. changed from WGYA (Logan Bcstg. Corp.); WTAQ LaGrange, Ill. (LaGrange Bcstg. Co., 1300 kc, 500 w day); WTSL Hanover, N. H. (Granite State Bcstg. Co. Inc., 1450 kc, 250 w unlimited).

* * *

Docket Actions . . .

INITIAL DECISION

KWRZ Flagstaff, Ariz.—Announced initial decision by Examiner Fanney N. Litvin to deny for default, application of Grand Canyon Bcstg. Co. for renewal of license [BROADCASTING, May 22]. Decision May 19.

OPINION AND ORDER

WHOL Allentown, Pa.—Issued memorandum opinion and order by Commission to grant petition of Allentown Bcstg. Corp. to amend its application to show stockholders, directors, officers and other information as of April 10, and denied portion that requests approval of executory agreement to transfer control to Victor C. Diehm, Hilda Deisroth, E. H. Witney and George M. Chisnell. Order May 24.

REVOCATION ORDERS

KTXN Austin, Tex.—Adopted order to revoke license of KTXN effective June 26. If written application is made to Commission before June 7 requesting hearing order will stand suspended until conclusion of such hearing. Order May 24.

KFTM Fort Morgan, Col.—Adopted order to revoke license of KFTM effective June 26, unless written application for hearing is made to Commission prior to June 7, in which case order will stand suspended until conclusion of hearing. Order May 24.

WXLT Ely, Minn.—Adopted order to revoke license of WXLT June 26, unless written application for hearing is made to Commission before June 7. Revocation order will stand suspended until after hearing if such request is made. See separate story this issue re suspensions orders. Order May 24.

License Renewal

WBKY Beattyville, Ky.—Request for license renewal noncommercial educational FM station.

Mod. CP new commercial TV station for extension of completion date: KFI-TV to 12-30-50; KTTV Los Angeles to 9-30-50.

TENDERED FOR FILING

AM—1230 kc

KREW Sunnyside, Wash.—CP AM station to change from 1050 kc 250 w D to 1230 kc 250 w unl.

Modification of CP

WEIM Fitchburg, Mass.—Mod. CP AM station to change from DA-1 to DA-2.

APPLICATION RETURNED

WCOH Newnan, Ga.—Newnan Bcstg. Co. RETURNED application for assignment of license from Newnan Bcstg. Co., partnership to Newnan Bcstg. Co.

Non-Docket Actions . . .

AM GRANTS

Booneville, Miss.—Booneville Bcstg. Co., granted 1400 kc, 250 w unlimited. Estimated construction cost $9,400. E. O. Roden individual applicant is owner of 77½ sh. of 125 sh. Union News Inc. and is owner of Booneville Printing Co. Granted May 24.

WOAY Oak Hill, W. Va.—Granted increase in power from 1 kw D to 5 kw D on 860 kc. Program tests not to be authorized until WFHG Bristol has vacated 860 kc. Granted May 24.

WBAP Fort Worth and WFAA Dallas, Tex.—Granted switch in facilities from using DA-N to DA-DN and change trans. on 570 kc 5 kw operation share time granted. May 24.

FM GRANTS

Columbus, Neb.—George Basil Anderson granted new Class B FM station, Ch. 268 (101.5 mc), 6.9 kw, ant. 260 ft. Estimated construction cost $16,085. Applicant is owner and operator KJSK Columbus. Granted May 23.

Georgetown, Del.—Rollins Bcstg. Co., granted new Class B FM station, Ch. 268 (101.5 mc), 20 kw, ant. 500 ft. Principals include John W. Rollins, Lewes, Del. auto-dealer, president 29 1/6%; Katherine E. Rollins, treasurer 4%; Orville Wayne Rollins, general manager Rollins Bros. summer resort, Tunnel Hill, Ga., vice president 33⅓%; Jack C. Gardner, secretary 1/6%; Rollins Motors Inc., Princess Anne, Md. 33⅓%. Application for AM station was filed simultaneously by Rollins Bcstg. Inc. Granted May 23.

Indianapolis, Ind.—Jordan College of Music, granted new noncommercial educational FM station on Ch. 220 (91.9 mc), 820 w, ant. 50 ft. Granted May 23.

TRANSFER GRANTS

KLEE-TV Houston, Tex.—Granted assignment of license from W. Albert Lee, licensee to The Houston Post Co. for $740,000. Houston Post Co., is licensee of KPRC AM-FM Houston. Mr. Lee who has been operating KLEE-TV for past 18 mos. wishes to withdraw for reasons of health, and demands of other business interests. He will retain KLEE-AM outlet. Principals in Houston Post include Ex-Gov. W. P. Hobby president and 54% owner of the Post; Oveta Culp Hobby is vice president. 45% plus is held through trusts for W. P. Hobby Jr. and Jessica Oveta Hobby. Jack Harris of KPRC will head TV facility. KLEE-TV is assigned Ch. 2 (54-60 mc). Granted May 23.

KPET Lamesa, Tex.—Granted assignment of license from R. O. Parker, R. A. Woodson and K. S. Ashby d/b as Old South Bcstg. Co., licensee, to R. O. Parker and R. A. Woodson. Mr. Ashby sells his 24% interest for $20,000. Mr. Parker's holdings now are 63% and Mr. Woodson's 37%. KPET is assigned 250 w day on 690 kc. Granted May 23.

WMAY Springfield, Ill. — Granted assignment of CP from Gordon Sherman, Alexander Buchan, Melvin Feldman, Sol Binkin and Robert Weiner d/b as Lincoln Bcstg. Co., permittee, to new corporation of same name and people. Minor distribution of stock results: Alexander Buchan, president and director 28%; Gordon Sherman, treasurer and director 28%; Melvin Feldman, 2d vice president 18%; Sol Binkin, 1st vice president 14% and Robert Weiner, secretary and director 14%. WMAY operates with 1 kw day, 500 w night on 970 kc. Granted May 23.

KTMC McAlester, Okla.—Granted assignment of license from J. Stanley O'Neill, licensee, to The McAlester Bcstg. Co. for consideration of $65,000. Principals in new firm include: William E. Young, manager J. C. Penny store McAlester, president 20%; William A. Cornish, partner in law firm Cornish & Baumert, 20%. There are 17 minor stockholders, all local business men. KTMC is assigned 250 w full-time on 1400 kc. Granted May 24.

WDOK Cleveland, Ohio—Granted relinquishment of control in Civic Bcstrs. Inc., permittee, by Frederick Wolf to R. Morris Pierce. Mr. Wolf sells 300 shares or 30% for $30,000. Mr. Pierce has been president of WDOK since January and prior to that he was vice president for 5 years of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland. WDOK is assigned 5 kw unlimited on 1260 kc directional. Granted May 23.

KRUX Glendale, Ariz.—Granted acquisition of control in Radio Arizona Inc., licensee, by Renee S. Donnet Cushman through purchase of 315 sh. stock from Gene Burke Brophy for $31,500. Mrs. Cushman recently acquired 10.27% interest in KRUX [BROADCASTING, April 10]. Mrs. Cushman has extensive ranching interests. Mrs. Brophy retains 24.85% interest in station. KRUX operates with 250 w unlimited on 1340 kc. Granted May 23.

KOPP-AM-FM Ogden, Utah—Granted transfer of control KOPP Inc., licensee, from James B. Littlejohn to G. Stanley Brewer for $9,999. Mr. Brewer's business interest include ownership of retail food store, owner WBW Hereford Ranch Co. and Wheatley Motor Co. KOPP is assigned 1 kw day on 730 kc. Granted May 23

WCIF Madisonville, Ky.—Granted assignment of license from Pierce E. Lackey, licensee to Messenger Bcstg.

(Continued on page 80)

FRIENDS

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KMBC of Kansas City

KFRM for Rural Kansas

FCC Roundup

(Continued from page 79)

Co. for $60,000. Messenger Bcstg. Co. is licensee of WFMW FM out let Madisonville. WCIF is assigned 250 w daytime on 730 kc. Granted May 23.

KXXX Colby, Kan.—Granted transfer of control in Western Plains Bcstg. Co., licensee, from John B. Hughes and 20 others to KMMJ Inc., for a consideration of $83,500. KMMJ Inc., a licensee AM outlet KMMJ Grand Island, Neb. KXXX operates with 5 kw day on 790 kc. Granted May 23.

KWOC-AM-FM Poplar Bluff, Mo.—Granted assignment of license from A. L. McCarthy and J. H. Wolpers d/b as Radio Station KWOC to Poplar Bluff Bcstg. Co. for $90,000. Principals in new firm include: Mr. McCarthy, president 20%; Mr. Dolph, treasurer 20%; O. A. Tedrick, lawyer, secretary 20%; Dr. W. L. Brandon, owner Brandon Hospital, vice president 20%; and E. K. Porter, engineer and contractor and owner Porter-DeWitt Construction Co., vice president 20%. KWOC is assigned 250 w on 1340 kc. Granted May 23.

KBLF Red Bluff, Calif.—Granted assignment of license from Russell G. Frey to Arvo Haapanen and Victor Lahti d/b as Tehama Bcstg. Co. for a consideration of $20,000. KBLF is assigned 250 w fulltime on 1490 kc. Granted May 23.

Deletions . . .

THREE AM and five FM authorizations were reported deleted last week by FCC. Total to date since Jan 1: AM 21; FM 59; TV 2.

KFYO-FM Lubbock, Tex.—Plains Radio Bcstg. Co. CP May 23. FM operation dependent on final action to change frequency of AM outlet.

WHB-FM Kansas City, Mo.—WHB Bcstg. Co. CP May 23. Lack of interest in FM does not warrant further expenditure.

WNIQ (FM) Uniontown, Pa.—Uniontown Newspapers Inc. License May 16. Economic. Annual losses amounted to $40,000.

WDMG-FM Douglas, Ga. — WDMG Inc. CP May 16. Studios destroyed by fire.

KOWL-FM Santa Monica, Calif.—KOWL Inc. CP May 15.

WSUA Bloomington, Ind.—Radio Station WSUA Inc. License May 17. Station had been off air pending financial reorganization.

WMIK Middlesboro, Ky.—Cumberland Gap Bcstg. Co. CP May 17. Condition WCPM transfer.

Uniontown, Pa.—Uniontown Newspapers Inc. CP May 17. Economic.

New Applications . . .

AM APPLICATIONS

Bellefontaine, Ohio — Charles H. Chamberlain, 1390 kc, 500 w day. Estimated construction cost $11,820. Mr. Chamberlain, individual applicant is owner Chamberlain Welding Service. Filed May 19.

Cumberland, Ky.—Blanfox Radio Co. Inc., 1490 kc, 250 w unlimited. Estimated construction cost $11,693. Blanfox Radio Co. Inc., is licensee WHLN Harlan, Ky., and WNVA Norton, Va. Richard B. Helms is president of company. Filed May 19.

Memphis, Tenn.—Frank J. Keegan, 1570 kc, 1 kw day. Estimated construction cost $8,700. Mr. Keegan is owner of Keegan's School of Broadcasting and Television, giving training in both technical and dramatic aspects of broadcasting. Filed May 23.

Conroe, Tex.—Montgomery County Bcstg. Co., 900 kc, 500 w day. Estimated construction cost $37,450. Principals in firm include: Regan Smith, contractor; W. B. Weisinger, owner Weisinger Chevrolet Co.; F. B. Petty Sr., Fred Petty Beer Co., owner; D. C. Norton, owner Conroe Courier, newspaper publishing and sales; James C. Dorrell, appliance salesman Goodyear Rubber Co., and John W. Neathery, engineer-announcer KIVY Crockett, Tex., under partnership agreement to each receive 10% interest for service or money at a later date. Present set-up is general partnership with Messrs. Smith, Petty, Weisinger and Norton each holding 25%. Filed May 24.

TV APPLICATION

Columbus, Ga. — Georgia-Alabama Bcstg. Corp., Ch. 3 (60-66mc), ERP 1.59 kw vis., 0.795 kw aur., ant. 598 ft. Estimated construction cost $200,000; estimated revenue first year $50,000. Georgia-Alabama Bcstg. Corp., is licensee of WGBA AM and FM outlets Columbus. A. H. Chapman is president of corporation. Filed May 24.

TRANSFER REQUESTS

WCOH-AM-FM Newnan, Ga.—Assignment of license and permit from Newnan Bcstg. Co., a partnership composed of D. T. Manget, Evan W. Thomasson, James Thomasson and Ida A. Thomasson, to new corporation of same name and individuals. Partnership wishes to incorporate in order to secure continuity of operation and place ownership on more permanent basis. WCOH is assigned 250 w fulltime on 1400 kc. Filed May 17.

KFPW-AM-FM Fort Smith, Ark.—Transfer of control of Southwestern Hotel Co., licensee, from John A. England (deceased) to Alice R. England, executrix of the estate. No monetary consideration. KFPW is assigned 1400 kc, 250 w unlimited. Filed May 17.

KOKO La Junta, Col.—Acquisition of control in Southwest Bcstg. Co., licensee, by Douglas Kahle through purchase of 85 sh. of 131 sh. of stock owned by Ellis K. Lupton. Consideration is $12,500. Mr. Kahle presently owns 17 sh. and additional stock will increase his interest to 51%. KOKO is assigned 250 w fulltime on 1400 kc. Filed May 15.

KSBW Salinas, Calif.—Relinquishment of control in Salinas Bcstg. Co., licensee, by J. M. Hall to Harry Morgan and William M. Oates. Mr. Hall sells 25% of his total 30% to Mr. Morgan for $16,666.67 and 5% to Mr. Oates for $3,333.33. KSBW is assigned 1 kw unlimited on 1380 kc, directional. Filed May 24.

WEKR Fayetteville, Tenn.—Assignment of license of Elk River Bcstrs. Inc., licensee from A. D. Smith Jr. to John R. Crowder and James Porter Clark d/b as Fayetteville Bcstg. Co. for $37,500. Mr. Crowder is 70% owner WKSR Pulaski, Tenn. and Mr. Clark is 30% owner. WEKR is assigned 250 w fulltime on 1240 kc. Filed May 19.

KOB TIME SUIT

New Mexico School Is Named

KOB Albuquerque filed suit last week against the New Mexico College of Agriculture and Mechanic Arts, its former owner, in an attempt to free itself of a time-reservation contract condemned by the FCC.

The station asked the U. S. District Court for New Mexico to hold valid FCC's rule banning the reservation of time as part of the sales price of a station [BROADCASTING, Jan. 10, 1949], and to rule, among other things, that such a contract between KOB and the college, dating to 1936, is "completely executed by substantial performance thereof."

The suit followed several months of attempts by KOB and the college to work out a modification of the contract to bring it into line with FCC's specifications, and, failing that, unsuccessful joint efforts to secure an FCC waiver of the rule in this particular case.

KOB's suit said that, if the station is discharged from further obligation under the contract, it will either "compensate [the college] in the manner determined by the court to be just and proper, or surrender its license for the operation of KOB."

The Commission's rule—which KOB holds to be valid—forbids station sales in which the seller, as part of the sales price, reserves time for his own use. In cases where such contracts were already in effect when the rule was adopted, the rule requires that the contract be modified to expire by Feb. 15, 1964, and to give the licensee the right to cancel at any time in advance of that date by paying a reasonable lump sum.

The KOB-college contract, dated May 7, 1936, involved the sale of the station by the college to Albuquerque Broadcasting Co., the present licensee, for $25,000 plus the right of the college to one hour's daily use of station time—for educational, non-commercial broadcasts—for the life of the station.

Under a subsequent stipulation which led to dismissal of a breach-of-contract charge filed by the college, it was pointed out, the college and the station agreed upon sign-on and sign-off announcements for the college, plus six spot announcements daily, with KOB retaining the right to reject "objectionable" material.

Before that, in 1945, the complaint noted, the New Mexico District Court upheld KOB's contention that the station's duty under the contract to broadcast college programs was not greater or different from the station's duty under the Communications Act. This decision was affirmed on appeal.

KOB's suit was filed by A. T. and G. W. Hannett, Albuquerque attorneys, and Pierson & Ball, Washington counsel for the station, which is owned by T. [illegible] Pepperday, also publisher of the *Albuquerque Journal*. The college, represented by Washington Attorney Arthur W. Scharfeld, has 20 days in which to file its reply.

FCC may also be drawn into the case in support of the validity of its time-reservation rule. Spokesmen pointed out that the question of the rule's validity is also pending before the U. S. Supreme Court. This is an appeal from a decision of a three-judge district court in Chicago upholding the validity of the rule in the A. J. Felman-WJOL Joliet, Ill., case involving reservation of time for advertising purposes [BROADCASTING Feb. 27].

Time for KOB's compliance with the rule has been extended to June 1, which is also the date when the station's present operating authority is up for renewal.

AWB CONVENTION

Three-Day Meet Opens Thurs.

SEVENTH annual convention of the Assn. of Women Broadcasters will open Thursday in Cleveland, with a three-day agenda built around the theme "Radio's Feminine Touch." Convention will be held at the Hotel Cleveland.

Several program changes were made last week by Bette Doolittle, AWB acting executive secretary; Eleanor Hanson, WHK Cleveland, convention chairman, and Katherine Fox, WLW, chairman of the AWB Executive Committee.

The sales panel Saturday will include Dorothy Fuller, WBET Brockton, Mass., and Jane Dalton, WSPA Spartanburg, S. C.

With advance registrations at the 100 mark last week, attendance of at least 200 was predicted by the convention committee.

Esther Van Wagoner Tufty, Washington political reporter, will address the convention Thursday on the topic, "Why Not More News." Ralph W. Hardy, NAB government relations director, will speak on the subject, "Whither the Magic Touch."

Following the three-day convention, AWB district chairmen will hold a Sunday meeting.

Members of the convention committee, besides Miss Hanson, are Mildred Funnell and Gloria Brown, WTAM Cleveland; Esther Mullin, WGAR Cleveland, and Jane Stevens, WJW Cleveland.

EMPLOYMENT Outlook in Radio and Television Broadcasting Occupations available from Supt. of Documents, Government Printing Office, Washington 25, D. C., for 30 cents.

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CLOTHES DRIVE
Cincinnati Outlets Spur Results

AN ALL-NIGHT simulcast by WKRC, WKRC-TV and WCTS (FM), outlets of Radio Cincinnati Inc., spearheaded a drive to obtain serviceable clothing for needy families. The collection—over 250 tons of clothing—broke all records, according to Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc.

The three stations went on the air at 11 p.m. Friday (May 19) and concluded the drive at 6 a.m. the following day, drawing on upwards of 30 acts, an orchestra and hillbilly band from its AM and TV talent. Listeners and viewers were invited to the studios while the show was in progress, and were offered coffee and doughnuts for clothes donations. An array of telephones also was set up on stage. Aside from clothing, $350 was pledged, though no cash contributions were requested.

Mr. Taft turned over facilities of the three stations for the drive, sponsored by the Junior Chamber of Commerce, which got underway 10 days earlier with station breaks and straight spots. Employes of the stations donated their services, while the International Brotherhood of Electrical Workers volunteered its personnel to WKRC-TV Chief Engineer George Wilson for scheduling so that all studio cameras could be pressed into action.

Mr. Taft (l) hands over cash collected during clothing drive to Fred Breyer (center), local Welfare Dept. director, and receives plaque of appreciation from Jerry Kennedy, Jaycee chapter chairman.

HIGHWAY SAFETY
Radio's Role Cited

HIGHWAY SAFETY broadcasts generated in the states and cities totaled 25,731 hours in 1949, William J. Scripps, publisher of the *Detroit News* and owner of WWJ-AM-FM-TV Detroit, reported Thursday at the President's Highway Safety Conference in Chicago.

"The highway safety story was told more widely and compellingly to the American people in 1949 than ever before," Mr. Scripps said. He estimated that listener impressions during the year amounted to 1,744,495,000.

LEE ESTATE
Bidding Deadline Is Reported Set For Friday

BIDS for the Thomas S. Lee estate with its radio-television properties, are not expected to be considered for "several weeks" with the intervening time used for more detailed appraisal of properties and inspection of books [CLOSED CIRCUIT, May 22].

Public Administrator Ben Brown of Los Angeles was reported Friday to have set June 2 as deadline for filing bids for the properties.

Donald W. Thornburgh, president of WCAU and WCAU-TV Philadelphia and formerly CBS West Coast vice president, has been in Hollywood for about two weeks appraising the estate and is scheduled to leave for his headquarters Wednesday (May 31). He had been retained as appraisal counselor by R. D. Merrill of Seattle, 83-year-old sole heir of the late Mr. Lee; Mrs. Nora Patee, maternal aunt contesting the will, and Public Administrator Brown.

"Working closely with management" Mr. Thornburgh was retained to make the valuation primarily of Don Lee radio and television properties prior to the accepting of bids, it was said. Certain "identical interests" exist between Mr. Merrill and Mrs. Patee, which underly his employment, it was explained.

No decision has been reached on how bids will be handled, according to Raymond Wright, attorney for Mr. Merrill.

Original date for entertaining bids was May 15. With Mr. Wright and Public Administrator Brown in Detroit at that time in connection with the estate settlement, the date was postponed.

Prominent among those expected to enter bids are CBS, primarily for KTSL (TV) and certain real estate which include the studio building at 1313 Vine St., Music Corp. of America and Associates, reported as acting as agent for other interests; Ed Pauley (oil magnate and associates); Col. A. L. Lintner, New York capitalist and businessman who makes his headquarters in Anchorage, Alaska; and two brokerage houses, Dean Witter & Co., and Blythe & Co., which are said to be acting in behalf of unnamed clients.

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FTC, FPC HEADS
Truman Names Mead And Wallgren

APPOINTMENTS of Mon C. Wallgren, former governor of Washington and stockholder in KIRO Seattle, to head the Federal Power Commission and of James M. Mead as chairman of Federal Trade Commission were announced by the White House last Wednesday.

President Truman's appointments followed within 24 hours Senate approval of plans to reorganize those commissions by vesting power to name the chairman with the President and otherwise concentrating certain executive and administrative functions in the respective chairmen.

Mr. Wallgren, who was rejected by the Senate last year in a bid for chairmanship of the National Security Resources Board, assumes leadership of the power agency to which he was named as a commissioner earlier this year. He succeeds Nelson L. Smith, who continues as a member. Mr. Wallgren had served as vice chairman.

Mr. Mead, who took office at FTC last fall following an unsuccessful bid for the New York gubernatorial honors in 1948, will assume duties currently held by Republican Lowell Mason, now acting chairman, under FTC's former system of rotating its chairmanship. Mr. Mead was confirmed by the Senate Nov. 16, 1949.

Truman Associates

Both Mr. Mead, who served 20 years in the House of Representatives and eight years in the Senate, and Mr. Wallgren, who holds considerable interest in Queen City Broadcasting Co., KIRO licensee, are Democratic associates of the President, dating back to his term as Senator from Missouri.

Each will receive a compensation of $15,000 annually and be subject to removal only at the discretion of the President or at the expiration of their terms as commissioners in either independent office if not re-nominated. Their appointments followed charges that presidential selection of chairman would constitute "rubber-stamp" appointments.

Still pending before the Senate Interstate & Foreign Commerce Committee is the President's nomination of Martin A. Hutchinson, famed Richmond, Va., attorney, to fill FTC's remaining vacancy. A former secretary to the Democratic Central Committee and competitor for the Senate in 1946, Mr. Hutchinson has represented such radio clients as WMBG and WTVR (TV) Richmond.

Committee spokesmen said last week that his nomination probably will be taken up sometime within the next two weeks. He would replace the late Ewin L. Davis, whose term expires in September 1953.

The Senate approved the two Truman proposals last Monday by substantial margins. The upper chamber rejected resolutions by Sen. Edwin C. Johnson (D-Col.), who spurred defeat of the FCC plan, urging rejection of reorganization of each commission. The Johnson resolutions drew 34 and 37 votes for FTC and FPC disapproval—short of the 49-majority necessary to defeat them.

The plan governing FTC reorganizes that body along lines similar to that proposed for FCC, vesting certain administrative and executive duties in the chairman, who would be subject to overall commission policy and be named by the President. Functions would include appointment of personnel and control of funds.

Presidential appointment of chairman has been advocated for the past three years by Mr. Mason, whom Mr. Truman overlooked, as a minority figure in the commission. He felt that cease and desist orders represent "hit-and-miss" prosecutions.

James L. Trowbridge

JAMES L. TROWBRIDGE, 56, account executive for BBDO, New York, died May 20 at his home in Pleasantville, N. Y. Born in Baltimore, Mr. Trowbridge was a graduate of Lafayette College and soon after World War I joined George Batten & Co. and remained with the agency through its merger. Surviving are his widow and two sons.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Michael

CHUG A LUG

On Records: Kay Kyser—Col. 38751; Dick Manning—Col. 12442; Country Washburn—Cap. 875; Eddie Miller—Rainbow 60077; Merry Musette Ork.—Vic. 25-1152; Tito Burns—Lon. 706; Ray Block—Hi-Tone 287; Victor Young—Dec. 27012; George Cates—Coral 60215.

On Transcriptions: Lawrence Welk — Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

At Deadline...

COLOR TELEVISION HEARING CONCLUDED BY FCC

COLOR TELEVISION hearing concluded by FCC Friday after nine months of proceedings and last-minute decision not to recall CBS' Dr. Peter B. Goldmark for further cross examination because RCA contended it didn't have full opportunity to query CBS system inventor on his dot-interlace demonstration [TELECASTING, May 1].

Flurry of procedural bickering between RCA and CBS counsel over admittance of certain exhibits climaxed windup and caused RCA observation regarding Dr. Goldmark's examination. RCA withdrew view upon Chairman Wayne Coy's insistence to hold no further session.

"You mean we can quit? Quite a shock," was Chairman Coy's only observation on closing lengthy, complex case.

In admitting hotly contested Color Television Inc. exhibit on interference tests, Chairman Coy noted many objections to competence of data were pertinent but FCC already had been "extremely lenient" in accepting exhibits with as little validity from others in case. He said FCC's experience in this and other proceedings consistently has been that it's "virtually impossible to get the parties to submit adequate interference data." Industry is willing to allow allocation on inadequate data and hopes things will work out well, he said, but when they don't those few favored by existing authorizations make strong pleas no others be granted to relieve situation.

Col. Donald K. Lippincott, patent attorney and CTI color expert, was asked by FCC's patent expert, William Bauer, if he would advise CTI to grant non-exclusive sub-licensing rights should CTI system be adopted. Witness replied he might advise CTI to sell whole company or patent rights but not sublicensing rights unless compensation for latter was tantamount to outright sale of CTI.

Col. Lippincott indicated multiple standards would favor RCA system since industry would have to follow choice of NBC and influence of RCA Service Co. He told Comr. E. M. Webster RCA patent position has little effect on public and actually reduces industry costs. He preferred wider distribution of royalties through his patent pool suggestion (early story page 61).

Parties given to June 26 to submit proposed findings and July 10 for replies. June 5 FCC begins hearing on common carrier bid for 470-590 mc portion of TV's UHF band.

DUMONT TO ELECT OFFICERS

ALLEN B. DuMONT LABS. will hold special stockholders meeting in lieu of annual meeting at 11 a.m. June 28 at company's office in Clifton, N. J., at which directors and officers will be elected for year. Notice sent to Class A stockholders proposes Allen B. DuMont as president, Leonard F. Cramer as vice president and those two plus Bruce T. DuMont, Thomas T. Goldsmith and David Van Alstyne Jr. as directors to be elected by this group. Paramount Pictures Corp., as holder of all Class B stock, will elect three directors and secretary-treasurer and assistant treasurer.

NBC APPOINTS KNOX

NEIL KNOX, former television personnel supervisor for NBC, Friday appointed salesman in NBC television network eastern sales department, and William M. Roden, former manager of records and research division of NBC personnel department, named television personnel supervisor.

EDWARD PETRY COMMENTS ON COURT DECISION

EDWARD PETRY, president, Edward Petry & Co., Friday released following statement:

"The Court of Appeals, as the highest court in the State of New York, has made final disposition of the suit between Edward Petry and Henry Christal relating to control of the Petry company (see early story page 20).

"The court decision, unanimously in favor of Edward Petry, represented an affirmation of a previous decision of the Appellate Division. Mr. Petry, owner of the majority of the Petry stock, declared that company control will continue to be exercised in the same way which has prevailed since the company was formed."

WEEKLY RADIO SET OUTPUT AGAIN AT HIGH LEVEL

WEEKLY output of radio receivers in April surpassed high rate in March, according to Radio Mfrs. Assn. Television output maintained record March level.

April production (four weeks) of home radios totaled 648,352, or 160,000 a week, compared to 724,691, or 145,000 a week, in March with its five work weeks. Total home radio sets produced in five months by RMA members was 2,373,012.

Television output in April was 420,026, maintaining alltime record weekly rate in March when production totaled 525,277 sets. Total 1950 TV output by RMA companies, nearly 80% of industry, was 1,647,956 sets.

Rate of FM output maintained, with 78,008 radios and 36,987 TV sets having FM reception facilities, a total of 114,995 for the month.

RMA reported 498,624 cathode ray tubes were sold to TV receiver manufacturers in April of which 51% were 14 inches or larger and 99% 12 inches or larger. Output of radio receiving tube sales was 27,387,689, double those of April 1949.

NRDGA RADIO-TV CLINIC

NATIONAL RETAIL DRY GOODS ASSN. will hold two-day radio-television workshop at Hotel Statler, New York, Sept. 28-29. Workshop, first such intensive course in retailers' use of two media, planned "because of the continuous stream of requests for radio and TV information from NRDGA's 7,000 member department, chain and specialty stores," according to Howard P. Abrahams, manager of association's sales promotion division and visual merchandising group.

SKELTON SEEKS TV CLAUSE

RED SKELTON, radio and motion picture star, reportedly negotiating new contract to include provision for TV appearances effective January 1952. Current agreement with MGM covers radio only. Abbott & Costello have clause in new five-year contract permitting live or film TV starting in 1951.

AAAA INCORPORATED

AMERICAN ASSN. of Advertising Agencies incorporated as non-profit membership corporation under laws of State of New York. Organization was established as association in 1917.

KEARN TO JOIN BIOW

KENNETH KEARN, assistant to head timebuyer at Compton Adv., New York, expected to join Biow Co. middle of June as timebuyer.

Closed Circuit

(Continued from page 4)

Esau, general manager of KTUL Tulsa. He circularizing fellow directors on various pro jects, and is expected to be in forefront of discussions when new board holds first meet ing in Washington June 20-22.

NOW THAT 488 Madison Avenue, hom dozen advertising agencies, station representa tives and other radio-TV firms, officially ha been named Look Building, radio tenants re portedly propose to petition building owners ship to revise name to "Look and Liste Building."

Sterling Renominated

(Continued from page 4)

firmed after *pro forma* hearings.

In government radio service since 1923, Mr. Sterling assumed Commissionership as suc cessor to E. K. Jett, who had resigned to take present post as vice president and radio direc tor of *Baltimore Sunpapers*.

Mr. Sterling is 55, native of Peaks Island, Portland, Me. His radio experience dates to establishment of his first amateur station in 1908.

He entered federal service as radio inspector in Commerce Dept.'s Bureau of Navigation; became inspector in charge of Federal Radio Commission's 3d Radio District, with headquarters at Baltimore, in 1935; was transferred to Washington as assistant chief of FCC's field division in 1937; became chief of field division's National Defense Operations Section in 1940; was promoted to assistant chief engineer and head of Radio Intelligence Division in 1942; was made assistant chief engineer in charge of field and research branch in 1945, and chief engineer in 1947.

He has participated in several international conferences. He was chairman of U. S. delegation to pre-NARBA technical conference in Havana in 1947 and co-chairman of U. S. delegation to International High Frequency Broadcasting Conference in Mexico City in 1948. He is a senior member of IRE and author of widely recognized text and reference book, *The Radio Manual*.

COURT RULING AWAITED

RULING expected in few days by Judge Thomas J. Clary, U. S. District Court for Eastern District of Pa., on request of A. C. Nielsen Co. to defer taking of depositions in suit filed by Albert E. Sindlinger & Co., Philadelphia [BROADCASTING, May 22]. Sindlinger firm attacks Nielsen jurisdictional defense that it does not do business in area by pointing out there are over million radio homes and suggesting nationwide survey includes some Nielsen equipment.

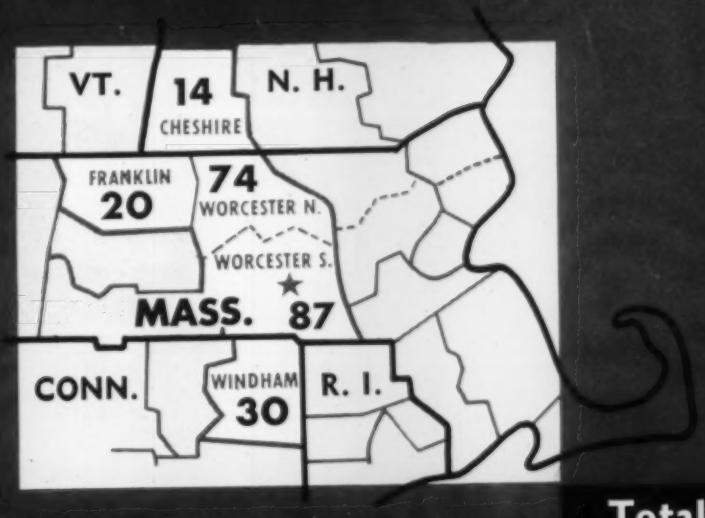
COLTON HEADS FEDERAL

MAJ. GEN. Roger B. Colton, since April, 1948, executive vice president of Federal Telecommunications Labs., Nutley, N. J., elected president of company, succeeding Harold H. Buttner, who became vice president and deputy technical director of International Telephone & Telegraph Corp. Federal is subsidiary of IT&T.

THREE ELECTED BY B&B

THREE executives elected vice presidents at Benton & Bowles. They are Brown Bolte, supervisor of Procter & Gamble and Norwich Pharmacal drug products; John Cobbs Jr., supervisor of activities of Assn. of American Railroads, and Alan Sidnam, account executive and supervisor of all activities on P&G's Tide.

136,570 FAMILIES



BMB
Station Audience
Report
Spring 1949

Total Weekly Family Audience

DAYTIME

WTAG	**136,570**
Station (B)	64,080
Station (C)	58,220
Station (D)	54,370

See Raymer for all details

WTAG
WORCESTER
BASIC CBS
580 KC